Ross Reports

ON TELEVISION PROGRAMMING

RESEARCH: Nicholas Gordon

VOL. 2 NO. 5
SUPPLEMENT B

AUGUST 13-19, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(13) - ABC(Ch7) 6:30-7:30pm;HIGHLIGHT- Tam O'Shanter Golf; from WENR-TV Chicago to E&MW Nets; 18th hole of golf tournament from the Tam O'Shanter Country Club; with sportscasters Harry Wismer & Harry Nash; Sponsor - George S. May Co; Agency - M.M. Fisher.

NBC(Ch4) 2pm to conclusion; HIGHLIGHT - Davis Cup Interzone Round; from WNBT to E&MW Nets; 2 single matches between Australia & Sweden from Westchester Country Club, Rye,N.Y.; with sportscasters Bill Stern & Vincent Richards; Sustaining; Supervisor James Dolan NBC; Producer - Bill Garden NBC.

Mon(14) - NBC(Ch4) 6:50-6:55pm; DEBUT - Miss Reingold Elections; on WNBT local; 3 week series with MC Jinx Falkenberg interviewing contestants for "Miss Reingold of 1951"; also on WNBT local 9-9:05pm Thursdays; Sponsor - Reingold Beer; Agency - Foote,Cone & Belding.

Tue(15) - NBC(Ch4) 9-9:30pm; DEBUT - Cincinnati At Sunset; from WLW-T Cincinnati to 41 sta E&MW Nets; 2 times only; musical variety show featuring singer Ann Ryan, baritone Gene Griffen & Joe Lugar & Orchestra; Sustaining.

Sat(19) - ABC(Ch7) 11:30-12noon; DEBUT - Acrobat Ranch; from WENR-TV Chicago to 35 sta E&MW Nets & 10 kine; variety show for children with western setting & circus & variety acts; with MC Jack Stillwell; Sponsor - General Shoe Corp(39 weeks); Agency - Ruthrauff & Ryan; Director - Norm Heyne R&R.

ABC(Ch7) 7-7:30pm; RETURN - Buck Rogers; from WJZ-TV to E&MW Nets; live dramatized series based on the stories of the interplanetary adventurer returns after summer hiatus; with Robert Pastene, Harry Kingston, Sanford Bickart & others; Sustaining; Packager - MCA; Producer - Babette Henry ABC; Director - Charles Dubin ABC; Writer - Gene Wyckoff.

- more -

THIS ISSUE

Sat(19) - ABC(Ch7) 11-11:30am; DEBUT - Animal Clinic; from WENR-TV Chicago to E&MW Nets; diagnosis & explanation of animal ailments with veterinarian Dr. Wesley A. Young, comic Don Driscoll & others Sustaining; Packager - Louis Cowan; Producer - Gail Compton Cowan; Debuted on WENR-TV local April 5, 1950.

LAST WEEK'S ARRIVALS

CBS -- Mama returned from WCBS-TV to E&MW Nets; 8-8:30pm Fridays; family comedy series returned after summer hiatus; with Peggy Wood, Judson Laire, Rosemary Rice & others; Sponsor - Maxwell House Coffee; Agency - Benton & Bowles; Packager - Carol Irwin; Director - Ralph Nelson CBS.

NBC Bill Stern Show debuted from WNBT to E&MW Nets; 8:30-9pm Sundays; Bill Stern interviews sport personalities; Sustaining; Producer - Bill Garden NBC; Director - Jack Dillon NBC.

FUTURES

August 21 The Real McKay debuts on WCBS-TV local; 2:30-4pm Monday through Friday; variety-interview program with MC Jim McKay & others.

August 25 Davis Cup Playoffs debuts from WNBT to E&MW Nets; 2 to approx 5:30pm; Aug 25,26,27; playoff for the Davis Cup between the U.S. team & the Interzone Round winner from Forest Hills; with commentators Bill Stern & Vincent Richards; Supervisor - James Dolan NBC; Producer - Bill Garden NBC; Director - Jack Mills NBC.

Sept 2 National Men's & Women's Singles debuts from WNBT to E&MW Nets; 2pm to approx 5:30pm; Sept 2, 3, 4; championship matches from Forest Hills; Supervisor - James Dolan NBC; Producer - Bill Garden NBC.

Sept 5 Sure As Fate returns from WCBS-TV to E&MW Nets; 8-9pm Tuesdays; mystery drama of individuals trapped physically or psychologically; Sustaining; Producer - Jerry Danzig CBS.

Sept 6 Stars Over Hollywood debuts from WNBT to E&MW Nets; 10:30-11pm Wednesdays; light dramas and comedies with Hollywood stars; filmed especially for television; Sponsor - Armour & Co(52 weeks); Agency - Foote, Cone & Belding; Packager - MCA; Writers - Jack Hively & Axel Gruenberg.

Oct 1 Mystery Movie Night debuts on WOR-TV local; 7-11pm Sundays; 3 mystery films in succession; films will feature Boris Karloff, Sidney Toler, John Carradine & others.

Oct 2 Perry Como Show debuts from WCBS-TV to E&MW Nets; 7:45-8pm Monday, Wednesday & Friday; features Perry Como & others in musical-variety program; Sponsor - Chesterfield (52 weeks); Agency - Cunningham & Walsh.

Oct 6 Pulitzer Prize Playhouse debuts from WJZ-TV to E&MW Nets; 9-10pm Fridays; adaptations of Pulitzer Prize winning plays, musicals, books, newspaper stories, etc; produced in co-operation with the Pulitzer Prize Committee of Columbia University; Sponsor - Schlitz; Agency - Young & Rubicam; Packager - William Morris

PROGRAM	NET	TIME	GUESTS
			SATURDAY AUGUST 12
Cavalcade Of Stars	DuM	9-10pm	Andy & Della Russell; Clarence Stroud, comic; Los Gatos, acrobats; Leo De Lyon, impressionist; Tamara & Orloff, dancers
Hollywood Screen Test	ABC	7:30-8pm	Janis Paige, lead; Vinton Hayworth Jr, Don Phillips, tests; Trini Rayes, dancer
Talent Parade	WOR	7:30-8:30	Collegiatones, quartet; Bob Gamboa Orch; Luis Torres, singer; Rita Ayn Perry, dancer; Jimmy Blake, singer; Edythe Adams, singer
			SUNDAY AUGUST 13
By Popular Demand	CBS	7:30-8pm	Jay Smythe, roller skater; Heathertones, singers; Paul Valentine, dancer; Benair & Young, dancers
Leave It To The Girls	NBC	7-7:30pm	Skitch Henderson, bandleader; Eva Gabor, actress
Masterpiece Playhouse	NBC	9-10pm	Six Characters In Search Of An Author by Luigi Pirandello; adapted by Ernest Kinoy; with Betty Field, Boris Tumarin, Don Appell Paula Truman, Muriel Hutchinson, Conde Toyberg, Thomas Hill, Madelyn Belgarde, Shirley Bisselle, Carl Don, Leona Baggett
Robert Q. Lewis Show	CBS	9-9:15pm	Charlie Carts, magician
Say It With Acting	NBC	6:30-7pm	The President Players vs. Arena Theater of Great Neck
Starlit Time	DuM	7-8pm	Delora Bueno, singer; Diana Korday, singer
Toast Of The Town	CBS	8-9pm	Alice Pearce, comic; Fran Warren, singer; Danny White, comic; Nip Nelson, comic; Sing Lee Sings, acrobat
We Take Your Word	CBS	9:30-10pm	Jan Struther, author
			MONDAY AUGUST 14
Broadway Open House	NBC	11-12mid	Morey Amsterdam, MC; Lou Wills Jr, dancer
OKay Mother	DuM	1-1:30pm	Adele Simpson, dress designer
Pantomine Quiz	CBS	8-8:30pm	Alan Young, comic; Virginia Fields, actress Geraldine Brooks, actress; Otto Kruger, actor; Regis Toomey, actor

PROGRAM	NET	TIME	GUESTS
MONDAY AUGUST 14			
Prize Performance	CBS	8:30-9pm	Jerry Rothaus, drummer; Phil Hepburn, singer; Gloria Strassner, 'cellist; Patricia Wright, actress; Chuckie Sinutko, guitarist
Vanity Fair	CBS	4:30-5pm	Adelle Rasey, guest MC;
Voice Of Firestone	NBC	8:30-9pm	Frank Guarrera, baritone
Wendy Barrie Show	NBC	7:30-7:45	Arlene Francis, guest MC
Who Said That	NBC	10:30-11pm	James Thurber, author; Faye Emerson; Paul Porter, former OPA head
TUESDAY AUGUST 15			
Armstrong Circle Theater	NBC	9:30-10pm	Ring Around My Finger; original by Doris Halman; with Patricia Wheel, John Harvey, Joanne Dolan, Lucille Patten, Jack Sherry, Willis Townsend, John Marley, Elaine Williams
Broadway Open House	NBC	11-12mid	Jerry Lester, MC; Ava Noring, actress
Cavalcade Of Bands	DuM	9-10pm	Johnny Long & Band; Jan Murray, comic; Rudy Cardenas, juggler; George Prentice, Punch & Judy act; Tommy & Margot Corine, dancers; Peggy Barrett, singer; Jimmy Sedlar, singer
Eloise Salutes The Stars	DuM	7:30-7:45	Sigmund Spaeth, Sidney Poitier, actor
Little Show	NBC	7:30-7:45	Betty Brewer, singer; Satisfiers, singers; Arthur Murray Dancers
Vanity Fair	CBS	4:30-5pm	Adelle Rasey, guest MC
The Web	CBS	9:30-10pm	Home For Christmas by Lawrence Goldman; adapted by Howard Rodman; with Leslie Nielsen, Wesley Addy, Millicent Brower, Lester Lonnergan Jr, Elaine Randall
WEDNESDAY AUGUST 16			
Broadway Open House	NBC	11-12mid	Morey Amsterdam, MC; Faye Emerson; Lou Wills Jr, dancer
Cameo Theater	NBC	8:30-9pm	A Point Of View; original by Ruth Woodman & Turner Bullock; with Bill Post Jr, Lola Montez, Leona Marical, Tom Walsh

PROGRAM	NET	TIME	GUESTS
WEDNESDAY AUGUST 16			
Dinner At Sardi's	WOR	7:30-8pm	Raymond Swing, commentator
Garry Moore Show	CBS	8-9pm	Milburn Christopher, magician; Dorothy Jarnac, dancer
Kraft Theater	NBC	9-10pm	September Tide by Daphne du Maurier; adapted by Howard Lindsay; with Ruth Matteson, Robert Pastine, Pat Breslin, Leslie Barrie, Cherry Hardy, Richard Camp
Promenade	CBS	7-7:30pm	Ralph Bellamy, Dorothy Greener, comic
Vanity Fair	CBS	4:30-5pm	Adelle Rasey, guest MC
Wendy Barrie Show	NBC	7:30-7:45pm	Arlene Francis, guest MC
THURSDAY AUGUST 17			
Broadway Open House	NBC	11-12mid	Jerry Lester, MC; Joe Pascal, fighter
Jack Haley Show	NBC	9-10pm	Ella Logan, singer
Little Show	NBC	7:30-7:45pm	Lynne Howard, singer
Starlight Theater	CBS	9-9:30pm	Forgotten Melody; original by Hannah Grad Goodman; with Ruth Hammond, Billy Lee, Felicia Montealegre, Alan Stevenson, Myrtle Ferguson, Mike Garrett
Vanity Fair	CBS	4:30-5pm	Julie Harris, actress; Brandon DeWilde, actor
OKay Mother	DuM	1-1:30pm	Jan Struther, author
FRIDAY AUGUST 18			
Alan Dale Show	CBS	11-11:30pm	Ford Harrison, violinist; Lois Bannerman, harpist
Broadway Open House	NBC	11-12mid	Jerry Lester, MC
Okay Mother	DuM	1-1:30pm	Mrs. Mickey Falkenberg Wagstaff, Jinx Falkenberg's mother
Songs For Sale	CBS	9-10pm	Jan Murray, MC
Wendy Barrie Show	NBC	7:30-7:45pm	Arlene Francis, guest MC

PUBLICITY GETS THE AUDIENCE

Smart Programmers Know How To Use It Effectively

TV Formula Follows Radio Pattern

The past year and a half has seen Television's bid for space in the nation's press realized to the point where most major newspapers have granted TV at least equal space in their radio columns (indeed, many who never had radio columns have seen fit to start them)....while movie magazines, radio magazines and picture magazines in general have been given an encouraging jolt through the injection of television material....and even the national magazines have found the new medium a fresh field for exploitation. Contrary to the days of early radio, the press has been quick to accept rather than reject news of what was formerly considered its rival for the public's attention. The names of Milton Berle, Faye Emerson, Garroway, and the others who clicked on TV are known to people who have no video station in their area.

Although there have been several abortive efforts in the magazine field, the TV Guide type of weekly listing plus features has prospered - and offered to the publicist a fertile market for his propaganda. The publicist himself has a new enthusiasm for his work. Although basically conducted by radio men according to radio formulae, television publicity has been able to capitalize on the visual aspect of its productions - sets, costumes, personalities - that radio does not offer. The glamour of film land is not capitalized upon for the most part, since the majority of broadcasting publicists feel that their audience is too close to the talent for that approach.

PUBLICITY'S JOB

Get the audience! That's publicity's job. Good programs alone can't do it.....unless the people know to tune them in. Television's first requirement was to educate the public about it - its technical function...the wonder of it... the value of having a receiver...and the like. Building of listening and viewing habits was next - with each network and station competing for first consideration. Third function was the creating of a following - for shows, for personalities and for specific time segments (like morning and afternoon and late evening times).

These problems have been attacked by the combined efforts of network, local station, ad agency and public relations firm publicity staffs.

The network effort is, of course, the most comprehensive, extending over and above the steady stream of information about program changes, guests, personalities, and specific shows into the realm of public relations - wherein the aims and attitudes of network management are brought home to the public....and the advertisers.

The primary purpose is to sell each network and its programming as a whole. Under a top level executive head, the networks generally appoint one specialist to coordinate the television coverage. He shares the writing staff with his radio counterpart, with each man handling from 10 to 20 shows. A trade press department or writer and a column writer are additional specialists who make for added service to the press.

Both the networks and the local stations handle their individual show publicity in a fairly well established routine.....although network promotion kits

are naturally more elaborate - what with their series of picture mats, background stories, suggested exploitation tactics for local stations and papers and the like.

1. Prior to the program's debut, a barrage of buildup material - including general releases, column tidbits, pictures, and biographical material, as well as the format and general appeal of the show - are put out.....all designed to deliver the audience for the premiere.

2. Followup material for the second and third and establishing weeks point up how good the show is, what the reactions of the critics were (if good) and information about who appeared, the cast, and the like.

3. From then on, it's a constant job of finding human interest, backstage or success stories....devising stunts on and around the program...and announcing the personalities who guest or appear regularly.

The Advertising Agency Publicity Staff takes over where the network leaves off, as far as sponsor identification with the show is concerned. Using for the most part, the same techniques, the ad agency strives for product identification ..as well as the daily or weekly audience following. Leading agencies maintain top level men and supporting staffs to do this work, but all agencies make sure that some effort on their part occurs.

THE PUBLIC RELATIONS COUNSEL and the press agent perform still one other function in the broadcasting picture.....that of personality buildups, column mentions, stunt tieins with other current events, and personal appearances which find occasion to get in plugs for the show. Ghosted magazine articles and interviews are also in his realm. Although his functions may transcend the boundaries of broadcasting to extend throughout show business in the case of an established all-around star, he very often will be the instrument for building an entirely new personality developed by television.

Of course, the network service is rendered as a part of the network facilities. Ad agencies usually tack on a fee to their production cost, while PR firms work on a retainer basis ranging from $25-100 weekly for the newcomer to $150-300 weekly for handling shows or top personalities.

OUTSTANDING EXAMPLES

Special targets for all publicity men working on radio or TV are the broadcasting columnists in the general press, the national magazines and the trade press. The latter is covered thoroughly weekly; it is important for prestige purposes and to attract the advertiser. A record of 3 to 4 good breaks a year with columnists Jack Gould, John Crosby, Harriet Van Horne, Ben Gross and their counterparts or in Time, Life, Look, Quick, Satevepost, Colliers, etc. is one that the publicist can be proud of. Mostly, they have to be content with the mass penetration of little current items that build audiences. All publicists are somewhat reticent to admit the value of paid advertising on the day of the show, although this method is often used - by networks in announcing debuts and by ad agencies to bring back the audience to a particular telecast.

Definitely established as important are the Highlight listings in the daily papers. The networks and stations make a definite pitch for this attention by sending special highlight listings to the press, but there is an ethical boundary over which they do not cross in attempting to influence the paper's selection.

OUTSTANDING EXAMPLES

Publicity has already taken some bows for its television payoffs. While the feats are more obvious in the personality buildup department, not a few programs have been put across by virtue of the publicity and promotion accorded them. While network and agency men are quick to point out that all programs get as much relative attention as the next one, it's obvious that two types especially provide fodder for the typewriter.....one - the big budget variety, personality type show - lends the magic of big names and big achievements as well as big productions and expensive techniques to publicizing. Perfect example is the NBC-TV Saturday Night Revue. The publicity staff was handed the job of building an audience for this expensive sustaining program. The problem was to induce people to stay home Saturday night. And they had to be impressed with the star-studded talent that they could not afford to miss. The publicity department - with rival programs like Ed Wynn and Ken Murray to buck against - could counter with such relatively unestablished personalities as Sid Ceaser, Jack Carter and Imogene Coca, who had to be seen to be appreciated.

Of course, publicity came through - to the tune of an expensive promotion and supplementary ad campaign, to be sure.....but the audience - enthralled with the emphasized $50,000 worth of talent that it was seeing for nothing - was delivered, with the happy ending of a complete sellout for the Fall a likely prospect.

At the other extreme is the fine show that has no stars or expensive plays, scripts or other properties to rely on. CBS-TV is proud of the way that its "Studio One" has actually developed its own stars and - through ingenious production-made this hourly drama a Monday highlight.

Of course, Faye Emerson, Dave Garroway, Howdy Doody, Hopalong Cassidy Kukla Fran & Ollie are outstanding examples of publicity's artistry. The latter, in particular, was mainly put over by its appeal to the critics - who picked it up, wrote about it, and wrote about it some more, until people became convinced that if they didn't watch Burr Tillstrom and company, not only were they missing something good, but they had no appreciation of what is good. The same can be said of the job done on the other shows cited.

Suffice it to say, that publicity is an integral part of programming. Most networks and stations include their publicity head as a matter of course in their program planning. Many times, he's the one responsible for the startling approach that wins the audience. While there's no TV equivalent to the appointment of radio station WNEW's publicity man, Dick Pack, to the program manager post, as yet... it's safe to say that in planning a program - from the point of conception - the values of publicity, and the question of whether or not the program lends itself to publicity, are worthy of consideration.

(see next page for Directory and Random List of Credits)

DIRECTORY -- LIST OF PUBLIC RELATIONS CREDITS

David Alber & Associates -- Gertrude Berg & The Goldbergs, Alan Funt, Ben Grauer, Dan Seymour, Arthur Murray, Sammy Kaye, Hildegarde, Rosemary Clooney, Ilona Massey, Snarky Parker, Arlene Francis, Kathi Norris, Morey Amsterdam, Roscoe Karns.

Sid Ascher -- Bob Dixon, Guy LeBow, Szonys

Harvey Bullock -- Toni Twin Time

Marvin Cohen -- Paul Winchell, Lester Lewis Productions

Earle Ferris -- Camel News Caravan, Man Against Crime

David Green & Associates -- Ken Murray

Steve Hannagan -- Electric Auto-Lite (Suspense), Coca-Cola

Arthur Miller -- People's Platform

Jack Perlis -- Art Ford, Doug Edwards, Lone Ranger, Meet The Press, Leave It..Girls

Hal Saltzman -- Twenty Questions

Ben Sonnenberg -- Philip Morris (Candid Camera), Lever Brothers (Lux TV Theater)

Robert Taplinger -- Pall Mall (Big Story)

AGENCY TV PRESS HEADS

(Billboard 1949 top rated)

J. Walter Thompson	-	Al Durante
Young & Rubicam	-	Harry Rauch
N.W. Ayer	-	Wauhilla LaHay
Benton & Bowles	-	Dick Bellamy
B.B.D.& O.	-	Jim Brown
Kudner	-	Sam Fuson
Kenyon & Eckhardt	-	Herbert Landen
Doherty,Cliff'd,Sh	-	Richard Fehr
Compton	-	Joseph Fields
Foote, Cone,Beld'g	-	George Wolf
Marschalk & Pratt	-	Bill Johnstone

NETWORK TV PRESS HEADS

ABC-TV	-	Earl Mullen; Bert Schwartz TV
CBS-TV	-	George Crandall; Jim Kane TV
DuMont	-	Gerald Lyons
NBC-TV	-	Sid Eiges; Allan Kalmus TV
WOR-TV	-	Bob Blake; Barbara Frost TV
WPIX	-	Frank Young

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* Public Relations Firm credits were furnished by the firms listed..... omissions and additions will be printed if submitted.

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ON TELEVISION PROGRAMMING

RESEARCH: Nicholas Gordon VOL. 2 NO. 5 SUPPLEMENT C AUGUST 20-26, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(20) - NBC(Ch4) 6:30-7pm; CHANGE - Say It With Acting; on WNBT local; Bruno-NY & Friendly Frost Stores start sponsorship of the charade quiz replacing J.B. Williams; Agencies - Arnold Cohan (Bruno-NY); Getschal & Richard (Frost Stores); Packager - West Hooker.

Mon(21) - CBS(Ch2) 2:30-4pm; DEBUT - The Real McKay; on WCBS-TV local; Monday through Friday; variety-interview program with MC Jim McKay, singer Ellen Parker, pianist Mac Perrin & guests; Producer - Jack Lescoulie CBS.

Wed(23) - NBC(Ch4) 5:15-5:30pm; DEBUT - Hanson Baldwin's Weekly War Room; from WNBT to E Net; digest of past week's war news with Hanson Baldwin, military editor of NY "Times"; Producer-Director - Clarence Thoman NBC.

NBC(Ch4) 8:15-8:30pm; DEBUT - Through Wendy's Window; from WNBT to 9 sta E&MW Nets & 22 kine; Wendy Barrie interviews celebrities & chats about fashions, etc; replaces the Monday, Wednesday, Friday "Wendy Barrie Show"; Sponsor - Alsco, Inc; Agency - Dubin, Pittsburgh; Packager - Martin Goodman.

Fri(25) - NBC(Ch4) 2-5:30pm; HIGHLIGHT - Davis Cup Playoffs; from WNBT to E&MW Nets; Aug 25, 26, 27; Davis Cup Playoffs between U.S & Australia from Forest Hills; with commentators Bill Stern & Vincent Richards; Supervisor - James Dolan NBC; Prod-Bill Garden NBC.

Sat(26) - NBC(Ch4) 6:30-7pm; DEBUT - Smilin' Ed McConnell; from WNBT to E&MW Nets; alternate Saturdays; filmed especially for TV by Frank Ferrin, Hollywood; TV version of the AM show with MC Ed McConnell & his Buster Brown Gang; Sponsor - Buster Brown Shoes; Agency - Leo Burnett.

THIS ISSUE

LAST WEEK'S ARRIVALS

ABC -- Animal Clinic debuted from WENR-TV Chicago to E&MW Nets; 11-11:30am Saturdays; diagnosis & explanations of animal ailments with veterinarian Dr. Wesley A. Young, comic Don Driscoll & others; Sustaining; Packager - Louis Cowan; Producer - Gail Compton, Cowan; Debuted on WENR-TV local April 5, 1950.

ABC -- Acrobat Ranch debuted from WENR-TV Chicago to 35 sta E&MW Nets & 10 kine; 11:30-12 noon Saturdays; variety show for children with western setting & circus & variety acts; with MC Jack Stillwell; Sponsor - General Shoe Corp (39 weeks); Agency - Ruthrauff & Ryan; Director - Norm Heyne R&R.

NBC -- Battle Report debuted from WNBW Washington to E&MW Nets; 8-8:30pm Sundays; top Government officials brief viewers on Korean war & mobilization developments; with commentator Robert McCormick; Supervisor - Francis McCall NBC; Director - Ted Ayers WNBW.

FUTURES

Aug 27 John Daly & The News debuts from WCBS-TV to E&MW Nets; 10-10:15pm Sundays; 5 week series of newscasts with John Daly; Sponsor - Goodrich; Agency - BBD&O.

Aug 27 Hold That Camera debuts from WABD to E&MW Nets; 7:30-8pm Sundays; studio & viewer participation quiz with MC Jimmy Blaine & others; changes time Sept 8 to 8:30-9pm Fridays; Sponsor - Esquire Boot Polish(Starts Sept 15); Agency - Emil Mogul; Packager - West Hooker.

Aug 27 S.S. Holiday debuts from WABD to E&MW Nets; 7-7:30pm Sundays; 2 times only; informal musical variety show with cruise ship setting; features singers Phil Hanna & Holly Harris; Sustaining; Producer - Bob Loewi DuM; Director - Dick Rose DuM.

Sept 5 Star Time debuts from WABD to 31 sta E&MW Nets; 10-11pm Tuesdays; musical revue with Benny Goodman & Band, singer Frances Langford, comic Lew Parker & name guests; Sponsor - Food Stores Programs Corp; Agency - Franklin Bruck.

Sept 9 Hank McCune Show debuts on WNBT local as well as 38 other stations;7-7:30pm Saturdays; filmed especially for TV by Audio Associates, Hollywood; Situation-comedy series with Hank McCune; Sponsor - Peter Paul; Agency - Maxon; Director - Charles Maxwell AA; Writers - Mort Lachman & Sy Rose.

Sept 13 Don McNeill TV Club debuts from WENR-TV Chicago to E&MW Nets; 9-10pm Wednesdays; variety show with audience participation; features MC Don McNeill singers Johnny Desmond, Patsy Lee, Aunt Fanny (Fran Allison), Eddy Ballantine & Orch; Sponsor - Philco; Agency - Hutchins; Producer - Cliff Peterson WENR; Director - Ivor McLaren WENR.

Oct 4 Untitled Variety Show debuts from WNBT to E&MW Nets; 8-9pm Wednesdays; Jimmy Durante, Ed Wynn & Danny Kaye starred as rotating MC's; sponsorship details not yet released.

Oct 10 Vaughn Monroe Show debuts from WCBS-TV to E&MW Nets; 9-9:30pm Tuesdays; features Vaughn Monroe & others; format not set; Sponsor - Camels; Agency - William Esty.

PROGRAM	NET	TIME	GUESTS
			SATURDAY AUGUST 19
Cavalcade Of Stars	DuM	9-10pm	Frances Langford; Victor Borge; Gloria Gilbert, dancer; Don Richards, singer; Son and Sunny, tap dancers
Hollywood Screen Test	ABC	7:30-8pm	Donald Buka, lead; Gloria Hoye, Peggy McCay, tests; Fran Gregory, singer
			SUNDAY AUGUST 20
By Popular Demand	CBS	7:30-8pm	Benair & Young, dancers; Paul Valentine, dancer; Joya Sherrill, singer; Maurice Wilcox, sword & knife dancer
Leave It To The Girls	NBC	7-7:30pm	David Broekman, author; Betty Furness, actress
Masterpiece Playhouse	NBC	9-10pm	Importance Of Being Ernest by Oscar Wilde; adapted by Hugh Kemp; with Hurd Hatfield, John Buckmaster, Bertha Belmore, Brooke Byron, Margaret Phillips, Hazel Jones, Huntington Watts, Dayton Lummis, Byron Russell
Say It With Acting	NBC	6:30-7pm	The President Players vs. Elliot Murphy's Aquashow
Starlit Time	DuM	7-8pm	George Putnam, TV newscaster
Think Fast	ABC	7-7:30pm	Gypsy Rose Lee
Toast Of The Town	CBS	8-9pm	Eddie Bracken; Tommy Hanlon Jr., comedian; Tom & Jerry, acrobats; Linda Lee Jones, child singer-dancer; Ted & Flo Vallet, baton twirlers; Andy Williams, singer
We Take Your Word	CBS	9:30-10pm	Harriet Van Horne, columnist
			MONDAY AUGUST 21
Lights Out	NBC	9-9:30pm	Heart Of Jonathan Rourke; original by A. J. Russell; with Peter Capell, Alfreda Wallace, William Darrid, James O'Neill
OKay Mother	DuM	1-1:30pm	Joan Post, society editor of N.Y. Post
Pantomine Quiz	CBS	8-8:30pm	Roddy McDowall, actor; Osa Massen, actress; Hilary Brooke, actress; Bill Williams, actor
Prize Performance	CBS	8:30-9pm	Phil Hepburn, singer; Gloria Strassner, cellist; Janet Miller, ballerina; Charles Amato, accordionist

PROGRAM	NET	TIME	GUESTS
MONDAY AUGUST 21			
Vanity Fair	CBS	4:30-5pm	Sarah Palfrey; Virginia Sharpe, actress
Voice Of Firestone	NBC	8:30-9pm	Vivian della Chiesa, soprano
Who Said That	NBC	10:30-11pm	Red Smith; Earl Wilson; Ilka Chase
TUESDAY AUGUST 22			
Armstrong Circle Theatre	NBC	9:30-10pm	Remember Remember; original by J. E. Miller, with Don McClelland, Barbara Townsend, Bob Crozier, Valerie Crossart, Amelia Baines, Joan Hayworth
Cavalcade Of Bands	DuM	9-10pm	Woody Herman & Band; George de Witt, comedian; Maria Neglia, violinist; Virginia Lee, comedienne; Fred & Sledge, dancers
Eloise Salutes The Stars	DuM	7:30-7:45	Donald Curtis, actor; Budge Patty, tennis player
Little Show	NBC	7:30-7:45	Lou Nelson, comedian; The Heathertones
Vanity Fair	CBS	4:30-5pm	Lucien Toucas, exec. chef Hotel New Yorker
The Web	CBS	9:30-10pm	The Man In The Velvet Hat by Jerome & Harold Prince; adapted by David Shaw; with Vinton Hayworth, Morton Stevens, Lawrence Weber, Donald Keyes, Frank Thomas, Rudolph Watson Paul Lilly, Glen Dicus, Gene de Santis, Virginia Gregori, Bob Molliston, Michael Kane, Maurice Fain, Duncan Elliot
WEDNESDAY AUGUST 23			
Cameo Theatre	NBC	8:30-9pm	Sarah Lee And The Children; original by Ellen McCracken; with Mildred Natwick, Alexander Campbell
Dinner At Sardi's	WOR	7:30-8pm	Raymond Swing; Earl Wilson; Donald Buka
Garry Moore Show	CBS	8-9pm	The Modernaires, singers
Kraft Theatre	NBC	9-10pm	The First Mrs. Fraser by St. John Ervine; adapted by Howard Lindsay; with Virginia Robinson, E. G. Marshall, Lex Richards, Reginald Mason, Evan Thomas; St. Clair Bayfield, Eileen Paye
Promenade Jeanne Bargy, MC	CBS	7-7:30pm	Worthington Miner, producer; Mary Sinclair actress; Jim McKay, new CBS MC

PROGRAM	NET	TIME	GUESTS
		WEDNESDAY AUGUST 23	
OKay Mother	DuM	1-1:30pm	Gigi Durston and her mother
Thru Wendy's Window	NBC	8;15-8:30	Wendy Barrie; Brian Donlevy, guest
Toni Twin Time	CBS	9-9:30pm	Jack Lemmon; Fran Gregory, singer; Andrews twins, dance team
Vanity Fair	CBS	4:30-5pm	Anthony Masciarelli, N.Y. Comm. of Markets; Dorothy Lambert Trumm, American Home mag.
		THURSDAY AUGUST 24	
Jack Haley Show	NBC	9-10pm	Betty & Jane Kean; Cliff Edwards, ukulele
Little Show	NBC	7:30-7:45pm	Gigi Durston, singer; Honeydreamers
Starlight Theatre	CBS	9-9:30pm	Fumble by Katherine Brush; adapted by Elihu Winer; with Conrad Janis, Joshua Shelley, Gloria Stroock, Alexander Clark John Glendenning; David McKay
Vanity Fair	CBS	4:30-5pm	John White, Princeton Jr.; Lynn F. Barnett
		FRIDAY AUGUST 25	
Alan Dale Show	CBS	11-11:30pm	Ford Harrison, violinist; Lois Bannerman, harpist
Broadway Scrapbook	PIX	7:30-8pm	Mike O'Shea, columnist; Danton Walker, MC
The Clock	NBC	9:30-10pm	Rumble In Manhattan; original by George & Gertrude Fass; (Cast not set at press time
OKay Mother	DuM	1-1:30pm	Eloise Mc Elhone and her mother
Songs For Sale	CBS	9-10pm	Sarah Vaughan, singer; Sigmund Spaeth
Vanity Fair	CBS	4:30-5pm	Walter F. Puschel, V.P. of F. Schumacher

COMPLETE LIST OF PROPERTIES USED ON TV DRAMAS

Television Script Editors, in their search for material, are already being plagued by innocent duplications.....some of which get as far as the rehearsal stage before being discovered and perhaps yanked by sponsors. The following list should be of great help in solving this problem. Asterisks * indicate the property was used twice on the program.

ACTORS' STUDIO

1949

Portrait Of A Madonna
Night Club
Giants Stair
The Thousand Dollar Bill
The Catbird Seat
The Inexperienced Ghost
Ropes
Esther
Goodbye,Miss Lizzie Borden
Ten Percent
The Night The Ghost Got In
The Widow Of Wasdale Head
The Man Who Lost Christmas
To The Lovely Margaret
A Day In Town
I'm No Hero
The Little Wife
The Lady On 142
A Trip To Czardis
Jim Pemberton & His Boy Trigger
Zone of Quiet
The Tell-Tale Heart
Greasy Luck
Joe McSween's Atomic Machine
Dead Man
Concerning A Woman Of Sin
Three O'Clock
A Reputation
I Can't Breathe
From Paradise To Butte
Here Comes Spring
Somebody Has To Be Nobody
Salt Of The Earth
Spreading The News
You're Breaking My Heart
Canterville Ghost
The Terror In The Streets
It's A Free Country
We'll Never Have A Nickel
Clarissa
Return To Kansas City
O'Halloran's Luck
A Frame-Up
The Three Strangers
The Thousand Dollar Bill*
The Man With The Heart In The Highlands
The Midway
A Child Is Born
Country Full Of Swedes
Hannah.....1950
An Ingenue Of The Sierras
Little Wife
The Timid Guy
Joe McSween's Atomic Machine*

ARMSTRONG CIRCLE THEATRE

1950

The Magnificent Gesture
The Jackpot
Only This Night
The Chair
The Skyrocket
Local Stop
The Bald Spot
The Rocking Horse
The Big Day
Man Of Action
Ring Around My Finger

CAMEO THEATER

1950

It Takes A Thief
The Door
Manhattan Footsteps
The Lottery
Charity Street
A Daughter To Think About
Correction
The Clinic
The Canon's Curtains
Line Of Duty
Googan
Triumph Of Justice
A Point Of View

CHEVROLET TELE-THEATRE

1948

Home Life Of A Buffalo
Mirage In Manhattan
Thinking Aloud
Whistle, Daughter, Whistle
His Master's Affairs
The Purple Doorknob
A Study In Triangles
No Shoes
The Flattering Word
The Valient
Close Quarters
Sham
A Simple Matter Of Faith
Who Is Your Judge
The Mayor And The Manicure.....1949
Goodbye To The Lazy K
Jinxed
Trapeze
All's Fair
Expert Opinion
Miracle In The Rain
Suppressed Desires
Heat Lightning
Mr. Bell's Creation
Londonderry Air
Smart Guy
The Managers
Goodnight, Please
The Twelve Pound Look
Everybody Loves My Baby
Tommy Malone Comes Home
Passenger To Bali
Manhattan Mary
Uncertain Hour
Johnny Cartwright's Camer

CHEVROLET TELE-THEATRE(Continued)

1949

Weather Ahead
Heritage Of Wimpole Street
Half An Hour
Lesson For Eddie
The Castle Of Mrs. Simpson
The Wine Glass
Leo & Sagittarius
Her Majesty The Queen
The Unguarded Moment
Leave It To Mother
Operation Coral
Witness For The Prosecution
His Name Is Jason
Temporarily Purple
Have A Heart
The Door
At Night All Cats Are Grey
Desert Incident
The Priceless Gift
I Cover Times Square

1950

Hart To Heart
Midnight Flight
Chirp Of The Cricket
The Final Bell
The Million Dollar Question
The Wine Of Oropalo
The Hoosier Schoolmaster
Once To Every Boy
Three Smart Girls
Queen Of Spades
The Man Who Ordered Apple Pie
The Walking Stick
The Great Emptiness
Voice In The Night
Once A Gentleman
The Bone For The Shadow
The Californian's Tale
Welcome Jeremiah
The Sun
Highly Recommended
Letter To Edith
The Brave Man With A Cord
The Way I Feel
The Fisherman
The Verandah

THE CLOCK

1949

12 O'Clock Noon
The Visitor
Too Much Money
The Wives
Passage For Two
The Loft Case
The Roulette Wheel
Man Named Fletcher
The Duel
Dream Man
Reporter
Dentist
Flat Tire
Bank Vault
Uncle Amos
Pompadour
Wrong Woman Mad
Medium
Insurance
Change Of Face
The Prisoners
Payment On Time
The Fighter
Dream Lady
The Hitch-Hiker
The Web
Reverse
Cousin Maria
Maniac
Lease Of Death
Romance
Mark Wade, D.A.

1950

Firebug
Bookseller
Who Is This Man
Dig Your Own Grave
The Cat
William & Mary
Bury Her Deep
The Take
The Woman In The Road
Graveyard Shift,
What Makes A Murderer
The Hypnotist
Open The Door For Murder
The Hideout
Rain In The Night
Voyage West
Just A Minute
I Keep Forgetting
The Caller
Someone Must Die
A Grave Plot
Jump, Tony Jump!

COLGATE THEATRE

1949

Fancy Meeting You Here
The Haunting Years
Choice Of Murder
Ring Once For Central
A Husband's Rights
Tough Kid
Anything But Love
The Girl
Security
The Florist Shop
Allison's Lad
Right Of Way
Sundae Punch
Sugar And Spice
Fairly Won
Just For Tonight
Mistriss Sims Inherits
Tin Can Skipper
Lady, Look Out
Lady In The Lobby
First Dance
Entrapment
Concerning A Lady's Honor
Applause Of Thousands
Assignment, Main Street
All Things Come Home
Mr. & Mrs. North
Vic And Sade (3 times)
Homeward Bound

COLGATE THEATRE(Continued)

1949

Expert Opinion
The Key In The Lock
What Price Story
Old Flame
My Wife Is A Liar
Perkins Finds $3,400,000
The Loan
The Contest
Picture Of The Bride
Grandma, Born Alice
Retaliation
Young Stacey
Old Lady Shows Her Medals
Remember The Day
O'Brien
News Item
Daughters Are Different
Company For Dinner
A Trip To Czardis
The Pearls
Blessed Are They

1950

I'll Marry You Later
Second Generation
Bert's Wedding
Two For A Penny
Abby, Her Farm
The Trap
The Brave And Early Fallen
The Karpoldi Letter
The Long Young Dreams
Neither A Borrower
Always A Knife In The Back
Blackmail
The Green Bush
Burden Of Guilt
Motive For Murder
Double Entry
The Witness To The Crime
The Law Beaters
The Suitable Present
Revenge By Proxy
Change Of Murder
South Wind
I Got What It Takes
The Hotel Of The Three Kings
The Hands Of The Enemy
Satan's Waitin'

COMEDY THEATER

1950

Summer Had Better Be Good
Zone Of Quiet

ESCAPE

1950

Rugged Journey
Private--Keep Out
The Diamond Lens
The Bellhop Story
The Wappernocker Story
The Great Fog
The Myth Maker
Covenent
Born On Monday
Homecoming
The Sound Machine
Parting Day

FIRESIDE THEATER

1949

Germelshausen
Smooth Fingers
Charlotte Corday
4:15 Express
Out Of The River
Vain Glory
Postmistress Of Laurel Run
The Spy
Like Money In The Bank
Magic Skin
Scream In The Night
Troubled Harbor
Bandit Banker & Blong
The Wall
Heartbeat
Mardi Gras
Checkmate
Solange
Another Road
Night Owl
Cowboy's Lament
Stage Coach Driver
The Assassin
Courting Of Belle
Epilogue
The Room
Battle Scene
Sealed Orders
The Human Touch
Pardoner's Tale
The Bet
The Doll
The Gambler
Threshold

1950

Dinner For Three
The Vampire
Devil's Due
Rendezvous
The Golden Ball
Just Three Words
Confession
Reprieve
Double Jeopardy
Of Thee I Love
Time Bomb
The Bed By The Window
The Shot
Anniversary
Jungle Terror
Terribly Strange Bed
The Stronger
The Leather Heart
The Bunker
The Canterville Ghost
The Web
No Strings Attached
Boys Will Be Men

FIRESIDE THEATER(Continued)

1950

Operation Mona Lisa
The Parasol
The Hired Girl
Big Ben
The Man Without A Country
The Human Touch*
The Assassin*
Dinner For Three*
Devil's Due
Courting Of Belle
Rendezvous
The Ear

FORD THEATER

1948

Years Ago
Joy To The World
Night Must Fall

1949

Man Who Came To Dinner
The Silver Cord
Outward Bound
Arsenic & Old Lace
One Sunday Afternoon
Light Up The Sky
Twentieth Century
On Borrowed Time
She Loves Me Not
Skylark
Farmer Takes A Wife
Kind Lady
Little Women

1950

The Barker
Laburnum Grove
The Royal Family
Uncle Harry
Room Service
Dear Brutus
The Little Minister
The School For Scandal
Father Malachy's Miracle
Subway Express
The Shining Hour
On Borrowed Time

LIGHTS OUT

1949

Edna Warren
Promise
Long Distance
Crater
Souvenirs Of His Late Wife
The Housekeeper
Dressing Gown
The Whisper
Conqueror's Isle
Pengallen's Bell
House Of Usher
I Dreamt I Died
Something In The Wind
Justice Lies Waiting
The Elevator
The Man Who Couldn't Lose

1950

Riverman
Judgment Reversed
The Green Dress
Devil To Pay
Reservation For Four
Dead Pigeon
Invisible Staircase
The Graven Image
Portrait Of A Dead Man
Strange Case Of John Kingman
The Emerald Lavalier
The Scarab
Mary
The Queen Is Dead
The Faithful Heart
A Toast To Sgt. Farnswall
The Man Who Couldn't Remember
Gloves Of Gino
The Silent Voice
The House That Time Forgot
Rendezvous
How Love Came To Prof. Gildea
Heart Of Jonathan O'Rourke
The Determined Lady
A Child Is Crying
Encore
I Dreamt I Died*
Devil To Pay*
The Strange Case Of John Kingman*

ROBERT MONTGOMERY - LUCKY STRIKE THEATER

1950

The Letter
Kitty Foyle
The Male Animal
Pitfall
The Phantom Lady
Champion
Rebecca
The Citadel
Ride The Pink Horse
The Egg & I
Our Town

NBC REPETORY THEATER

Summer 1949

Mr. Mergenthwirker's Lobblies
Burlesque
Macbeth
Bedelia
Romeo & Juliet
La Fille Mal Garde
The Mikado
This Time Next Year
It Pays To Advertise
Summer Formal (Variety)
Jenny Kissed Me
Dark Of The Moon
For Love Or Money

1947

Double Door
Merton Of The Movies
The Doctor In Spite Of Himself
Her Master's Voice
The Barker
There's Always Juliet
A Doll's House
I Like It Here
You And I
To The Ladies
Consider Lily
Papa Is All
Interference
The Man Who Married A Dumb Wife
Write Me A Love Scene
Labarnum
The First Year
Yes And No
Mr. Pim Passes By
Craig's Wife
Murder Without Crime
Suspect
Payment Deferred
January Thaw
Therese
The Man Who Changed His Name
Blind Alley
On Stage
Ladies In Retirement
But Not Goodby
The Curtain Rises
Parlor Story
The Importance Of Being Earnest
Holiday
The Desert Shall Rejoice
Reverie
Respectfully Yours

1948

The Truth About Blayds
Alternating Current
Only The Heart
Criminal Code
Outward Bound
Spring Green
Apple Of His Eye
Alison's House
Counsellor-At-Law
The Wind Is Ninety
No Way Out
Captain Applejack
She Stoops To Conquer
June Moon
Barchester Towers
The Silver Cord
Louder Please
The Royal Family
Broken Dishes
Minick
Riddle Me This
The Torch Bearers
The Fourth Wall
Apple Sauce
Foolish Notion
The Show Off
Berkeley Square
Green Cars Go East
Theater
The Tenth Man
The Whitehead Boy
Poor Aubrey
Icebound
Poor Little Me
Lady Frederick
Her Husband's Wife
Great Day
Twin Diamonds
The Truth Game
Criminal At Large
Biography
Old Lady Robbins
The Detour
Wuthering Heights
The Dover Road
The Flashing Stream
The Old Soak
Hansel And Gretal
Meet The Prince

1949

To Catch The Wind
Miranda
Duet For Two Hands
There's Always Juliet*
Her Master's Voice*
Gramercy Ghost
Room Service
The Flying Girardos
A Bill Of Divorcement
The Arrival Of Kitty
Consider Lily*
Village Green
Wicked Is The Vine
As Husbands Go
Miracle Of Chickerston
The Whole Town's Talking
Green Stockings
A Dam And Eva
The Oath Of Hipprocrates
Big Hearted Herbert
Autumn Fire
The Elephant Shepherd
Payment Deferred*
Little Brown Jug
Pink Strings And Sealing Wax
Baby Mine
Within The Law
A Ycung Man's Fancy
The Curtain Rises*
Time For Elizabeth
Heaven And Charing Cross
The Misleading Lady
Mr. Pim Passes By*
Where The Dear Antelope Play
Bedelia
Respectfully Yours*
Little Darling
The Man In Half Moon Street
Climax
Apple Of His Eye*
Your Friendly Nabors
Accidentally Yours
To Dream Again
Whistling In The Dark
Happy Ending
The Happiest Years
In Love With Love
Seen But Not Heard
Comedy Of Errors
The Nantucket Legend
The Glove
New Brooms
That Naborly Feeling..1950
As Husbands Go*
The Vinegar Tree
Kelly
The Old Ladies
The Dark Tower
The Silent Room
Valley Forge
Mrs. Moonlight
The 19th Hole
Ladies In Retirement*
The Queen's Husband
The Copperhead
A Doll's House*
The Lucky Finger
Make Way For Lucia
The Black Sheep
The Fourth Step

KRAFT THEATER(Continued)

1950

Macbeth
Storm In A Teacup
The House Beautiful
The Luck of Guleford
The Doctor In Spite Of Himself
Good Housekeeping
Noah
The Wind Is Ninety
Jeannie
Murder on the Mount
Accent On Youth
Mr. Barry's Etchings
January Thaw*
Feathers In A Gale
September Tide

MASTERPIECE PLAYHOUSE

Summer 1950

Hedda Gabler
King Richard III
Six Characters In Search Of An Author
The Rivals
The Importance of Being Earnest

PHILCO PLAYHOUSE

1948

Dinner At Eight
Rebecca
Counselor At Law
Angel In The Wings
Street Scene
This Thing Called Love
Camille
An Inspector Calls
I Like It Here
Suspect
Parlor Story
A Christmas Carol
Old Lady Shows Her Medals

1949

Ramshackle Inn
Cyrano deBergerac
Papa Is All
Pride & Prejudice
Dark Hammock
The Late Christopher Bean
Story of Mary Surratt
Twelfth Night
St. Helena
The Druid Circle
Quality Street
Dinner At Antoines
Becky Sharpe
And Never Been Kissed
What Makes Sammy Run

Summer 1949

Five Lives of Robert Gordon
You Touched Me
The Fourth Wall
Enter Madame
Murder Has Been Arranged
Pretty Little Parlor
Three Cornered Moon
What Every Woman Knows

Fall 1949

Pride's Castle
Little Sister
The Lonely
The Queen Bee
Something's Got To Give
The Last Tycoon
Because of the Lockwoods
Damion's Daughter
House of Seven Gables
The Promise
Medical Meeting
The Wonderful Mrs. Ingram
Mist On The Waters
Beautiful Bequest
Strange Christmas Dinner
In Beauty Like The Night

1950

Little Boy Lost
Bethel Merriday
Murder in the Stork Club
The Marriages
Uncle Dynamite
The Sudden Guest
Ann Rutledge
Letter to Mr. Priest
Home Town
Vincent VanGogh
Uncertain Molly Collicut
Trial of Steven Kent
2nd Oldest Profession
Nocturne
Dirty Eddie
The End is Known
The Man In The Black Hat
The American
The Feast
Brat Farrar
The Charmed Circle
Semmelweis
Sense & Sensibility
Bump On Brannigan's Head
Anything Can Happen
Hear My Heart Speak
The Reluctant Landlord
The Tentacles

ROMANCE

1949

Lady of The Camellias
Sometime Every Summertime
The Mouse & The MP
Michael & Mary
Afternoon of a Faun

SILVER THEATER

1949

L'Amour The Merrier
Till Death Do Us Part
Rhapsody In Discord
School For Love
The Farewell Supper
Patient Unknown
Don't Give Up The Ship
Silent As The Grave
Much To Do About Something
Star Over Bridgeport
Strange Rebound
The Guiding Star
Four Callers

1950

The 1st Show of 1950
Papa Romani
Happy Marriage
The Great Nikolai
Never Hit A Pigeon
The Late Mr. Beasley
Gaudy Lady
My Brother's Keeper
For Richer For Richer
Lucky Pierre
Quiet Neighborhood
Concerning The Soul of Felicity
Howland Fling
Coals of Fire
Minor Incident
Double Feature
Bad Guy
The first 100 Years
Lady With Ideas
Papa Romani*
Wedding Anniversary
Close-up
Walt & Lavinia
My Heart's In The Highlands

STAGE 13

1949

Now Your Know
Stars & Their Crosses
Midsummer's Eve
Never Murder Your Grandpa
Permission To Kill
The Last Man
Now You See Him
The Payoff
You Have Been Warned
No More Wishes

STARLIGHT THEATER

1950

Broken Destiny(2ndConcerto)
Revolutionary Miss Gibson
The Mouse & The MP
Whitemail
Sire deMaletroit's Door
Song The Soldiers Sing
Roman Aid
Her Son
The Juggler
Winner & Champion
Verna
Witch of Woonsapocket
Forgotten Melody
Afternoon of a Faun
Much Ado About Spring
The Last Kiss
The Great Nonentity
3 Hours Between Planes
Passing Fancy
Poet Takes A Wife

STUDIO ONE

1948-49

The Storm
Let Me Do The Talking
The Medium
Not So Long Ago
The Outward Room
Blind Alley
Holiday
Julius Caesar
Berkeley Square
Redemption
Moment of Truth
Julius Caesar *
The Glass Key
Shadow & Substance
Flowers From A Stranger
The Dybbuk
Boy Meets Girl
Smoke
The Shadowy Third
June Moon
Kyra Zelas
The Rival Dummy
The Outward Room
Mrs. Moonlight
The Light That Failed
The Storm
Battleship Bismarck
Concerning A Woman of Sin
The Husband
Two Sharp Knives
Of Human Bondage
At Mrs. Beam's
Henry IV
Jane Eyre
Mary Poppins
The Inner Light
Riviera
Beyond Reason

1950

Give Us Our Dreams
The Rockingham Tea Set
Father & The Angels
The Loud Red Patrick
Flowers From A Stranger
The Wisdom Tooth
The Willow Cabin
Dreams of Jasper Hornby
The Dusty Godmother
The Survivors
A Passenger To Bali
The Scarlet Letter
Walk The Dark Streets
Torrents of Spring
The Horse's Mouth
Miracle In The Rain
A Wreath of Roses
The Ambassadors
The Room Upstairs

STUDIO ONE (continued)

The Man Who Had Influence
The Taming Of The Shrew
There Was A Crooked Man
My Granny Van

1949

SUSPENSE

The Black Path Of Fear
Suspicion
Cabin B-13
The Man Upstairs
After Dinner Story
The Cheerer
A Night At An Inn
Dead Earnest
Post Mortem
The Monkey's Paw
Murder Through The Looking-glass
Tell Me The Time
The Yellow Scarf
The Cat's Paw
Stolen
The Hands of Mr. Ottermole
The Lunch Kit
Collector's Item
Dr. Jekyll & Mr. Hyde
The Comic Strip Murder
Dr. Violet
Cask of Amontillado
The Clcok & The Robe
The Murderer
Olalla
Surprise
The Thin Edge of Violence
Blackberry Pie for Dessert
Man In The House
The Scar
The Aces
The Seeker & The Sought
The Case of Lady Sannox

1950

Morning Boat To Africa
Bomber Command
Summer Storm
The Horizontal Man
Isle of Spice & Lillies
Escape This Night
Suicide Club
Roman Holiday
The Man Who Talked In His Sleep
Man Over Board
The Parcel
My Old Man's Badge
2nd Class Passage
A 1000 to 1 For Your Money
Ma Barker
Murder At The Mardi Gras
Gentleman From America
Saturday Night
Red Wine
One & One's A Lonesome
Photo Finish
Listen, Listen
Black Bronze
I'm No Hero
Wisteria Cottage

1950

THE PLAY'S THE THING

Teias: The King
Mr. Mummery's Suspicion
The Apple Tree
Pink Hussar
Salt Of The Earth
Sanctuary In Paris
Screwball
Allison's House
The Token
The Swan
The Good Companions

1950

THE TRAP (SURE AS FATE)

Puzzle For Fiends
Lonely Boy
The Last Thing I Do
Stan, The Killer(Man In The Derby)
Sentence of Death
The Chocolate Cobweb
The Man They Acquitted
Three Blind Mice
The Dark Corner
Tremolo
Franchise Affair

1950

THE WEB

Home For Christmas
Heaven Ran Last
Help Wanted
Solo In Singapore
Memory Of Murder
The Orderly Mr. Appleby
Man In The Velvet Hat

***** This list was prepared with the cooperation of the producers and script editors of the shows concerned. Unfortunately, because of the amount of work that went into its compilation and because of an expected huge demand for such a list, we cannot provide extra copies. They can be purchased by subscribers at $3 each. Non-subscribers may purchase copies at $5 each.

Ross Reports

ON TELEVISION PROGRAMMING

VOLUME 2 NUMBER 6 AUGUST 27, 1950

SUMMER SPORTS SURVEY

TV MAY HAVE TO GUARANTEE THE SPORTS GATE IN THE FUTURE

BUT THIS SUMMER, SPORTS FORM A MAJOR PART OF HIATUS SCHEDULES

WITH BEERS & MOTORS MOST ACTIVE SPONSORS

Prompted by the major part that sports coverage has played in this summer's television programming, this report serves as an indication of the true extent that sports have made their weight felt in the development of the medium, as well as the type of sponsors and programs most in evidence.

Our report is keynoted by a flourishing business in all forms of sports coverage, despite the concern over Attendance and the future of the Sports Gate. The types of sport being televised run the gamut from baseball through wrestling, boxing, horseracing, trotting, roller derbies, stock car derbies, midget auto races, tennis, golf, hunting and fishing...in addition to the wealth of sports films, sports reviews and other syndicated sports features.

The types of sponsors run the gamut too....with brewers and motor car or motor product distributors leading the way through a variety of appliance distributors, soft drink bottlers, department stores, and the like...enumerated herein.

Camera techniques have developed too....one of the biggest factors in winning friends for televised sports as well as for the sports themselves.

Monthly AUGUST Report

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* NEXT MONTH - A complete DIRECTORY Issue for Production People

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(27) - CBS(Ch2) 10-10:15pm; DEBUT - John Daly & The News; from WCBS-TV to E&MW Nets; 5 week series of newscasts with John Daly; Sponsor - Goodrich; Agency - BBD&O.

CBS(Ch2) 10:15-11pm; DEBUT - The Facts We Face; from WTOP Washington to E Net; 5 semi-documentary telecasts; narrated by CBS newsman Bill Shadel with prominent figures as guests.

CBS(Ch2) 7:30-8pm; RETURN - This Is Show Business; from WCBS-TV to E&MW Nets; Variety show with host and moderator Clifton Fadiman, panelists George S. Kaufman, Abe Burrows; Sponsor - Lucky Strike; Agency - BBD&O; Producer -Irving Mansfield CBS.

DuM(Ch5) 7:30-8pm; DEBUT - Hold That Camera; from WABD to E&MW Nets; Variety and quiz show with singing MC Jimmy Blaine; Esquire Boot Polish through Emil Mogul starts sponsorship Sept 15; Producer - West Hooker; changes time Sept 8 to 8:30-9pm Fri.

DuM(Ch5) 7-7:30pm; DEBUT - S.S. Holiday; from WABD to E&MW Nets; musical variety show with cruise setting; features singers Phil Hanna & Holly Harris; 2 times only; Producer - Bob Loewi DuM; Staging - Dick Rose DuM; Director - Barnaby Smith.

NBC(Ch4) 7:30-8pm; RETURN - The Aldrich Family; from WNBT to E&MW Nets. Family comedy with Dick Tyler, Jean Muir, House Jameson, Jackie Kelk; Sponsor - Jello; Agency - Y&R; Producer - Joe Scibetta Y&R; Director - Frank Papp NBC .

Mon(28) - CBS(Ch2) 10-11pm; RETURN - Studio One; from WCBS-TV to E&MW Nets; Dramatic series; Sponsor - Westinghouse; Agency - McCann-Erickson; Producer - Worthington Miner CBS.

CBS(Ch2) 8:30-9pm; RETURN - Arthur Godfrey's Talent Scouts; from WCBS-TV to E&MW Nets; Talented hopefuls compete, audience applause chooses the winner; Sponsor - Lipton's Tea; Agency-Y&R; Producer - John Carney CBS.

NBC(Ch4) 7-7:30pm; RETURN - Kukla, Fran and Ollie; from WNBQ Chicago to 27 sta E&MW Nets & 31 kine; Mon thru Fri;Burr Tillstrom and his Kuklapolitan Players with Fran Allison; Sponsors - RCA Victor (J.W.Thompson) Mon & Fri; Sealtest (N.W.Ayer) Tues & Thurs; Ford (J.W.Thompson) Wed; Producer - Beulah Zachary; Director - Lewis Gomavitz.

NBC(Ch4) 3:30pm to conclusion; HIGHLIGHT - Discovery Handicap from Aqueduct Race Track; from WNBT to E Net; the first in a series of telecasts covering horse racing; Clem McCarthy, Sam Renick & Ray Barrett cover the race; Producer - Bill Garden NBC; Director - Jack Mills NBC.

NBC(Ch4) 9-9:30pm; CHANGE - Lights Out; from WNBT to E&MW Nets; Supernatural dramatic series resumes its regular once a week schedule; Sponsor - Admiral; Agency - Kudner; Producer - Herbert Swope NBC; Narrator - Frank Gallop.

DEBUTS, HIGHLIGHTS , CHANGES (Continued)

Mon(28) - WOR(Ch9) 7-7:30pm; DEBUT - Camera On Korea; on WOR-TV local; filmed news presentation edited from Korean combat films by Ernest M. Pittaro.

Tue(29) - CBS(Ch2) 9:30-10pm; RETURN - Suspense; from WCBS-TV to E&MW Nets; dramatic mystery series; Sponsor - Auto-Lite; Agency - Cecil & Presbey; Producer-Director - Robert Stevens CBS.

NBC(Ch4) 9-9:30pm; RETURN - Fireside Theatre; from WCBS-TV to E&MW Nets; Series of half-hour films produced in Hollywood by Crosby; Sponsor - Proctor & Gamble; Agency - Compton.

Thu(31) - NBC(Ch4) 10-10:30pm; RETURN - Martin Kane, Private Eye; from WNBT to E&MW Nets; William Gargan again stars as Martin Kane in this mystery series; Sponsor - Amer Tobacco; Agency - Kudner; Producer-Director - Ed Sutherland, Kudner.

Fri(1) - NBC(Ch4) 10:30-10:45 approx; RETURN - Greatest Fights Of The Century; from WNBT to E&MW Nets; Filmed records of history making fights which follow live telecast of Fri night fights; Sponsor - Chesebrough; Agency - Cayton; Producer - Allan Black, Cayton.

NBC(Ch4) 9-9:30pm; RETURN - Versatile Varieties; from WNBT to E&MW Nets; Bob Russell is the new singing MC on the "Bonny Maid" musical variety program; Sponsor - Bonafide Mills; Agency - Gibraltar; Packager - Basch Productions; Director - Mark Hawley NBC.

LAST WEEK'S ARRIVALS

CBS -- The Real McKay; debuted on WCBS-TV local; 2:30-4pm Mondays; variety-interview program with MC Jim McKay, singer Ellen Parker, pianist Mac Perrin and guests; Producer - Jack Lescoulie CBS.

NBC -- Hanson Baldwin's Weekly War Room; debuted from WNBT to E Net; 5:15-5:30pm Wednesdays; a digest of past week's war news with Hanson Baldwin, military editor of NY "Times"; Producer-Director - Clarence Thoman NBC.

NBC -- Through Wendy's Window; debuted from WNBT to 9 sta E&MW Nets & 22 kine; 8:15-8:30pm Wednesdays; Wendy Barrie interviews celebrities; replaces the Mon, Wed, Fri "Wendy Barrie Show"; Sponsor - Alsco, Inc; Agency - Dubin, Pittsburgh; Packager - Martin Goodman.

NBC -- Smilin' Ed McConnell; debuted from WNBT to E&MW Nets; 6:30-7pm Saturdays; filmed especially for TV by Frank Ferrin, Hollywood; TV version of the AM show; Sponsor - Buster Brown Shoes; Agency - Leo Burnett.

FUTURES

Sept 14 They Live In Brooklyn on WPIX local; 7:30-8pm Thursdays; family comedy series; picks up sponsorship on this date; Sponsor - Ronzoni Spaghetti; Agency - Emil Mogul; Producer - Bob McCahon PIX.

Sept 29 The Robbins Nest debuts from WJZ-TV to E&MW Nets; 11-11:15pm Fridays; Fred Robbins, MC; Sponsor- Equisite Form Brassiere; Agency - Brandford.

PROGRAM	NET	TIME	GUESTS
SATURDAY AUGUST 26			
Cavalcade Of Stars Jackie Gleason, MC	DuM	9-10pm	Richard Tucker, tenor; Three Suns; Ann Anderson, comedienne; Appletons, dancers; June Taylor Girls, dancers
Hollywood Screen Test	ABC	7:30-8pm	Donald Curtis, lead; Anne Vincent, Helen Lewis, tests; Ava Noring, model
SUNDAY AUGUST 27			
Leave It To The Girls	NBC	7-7:30pm	Donald Curtis, actor; Sydney Smith
Masterpiece Playhouse	NBC	9-10pm	Othello by Wm Shakespeare; adapted by Stephan DeBaun; with Toren Thatcher, Alfred Ryder, Olive Deering, George Keene, John Seymour, Muriel Hutchinson, Al Sheean
Say It With Acting	NBC	6:30-7pm	The President Players vs. Gag Writer's Institute
Think Fast	ABC	7-7:30	Gypsy Rose Lee, Allan Green
This Is Show Business	CBS	7:30-8pm	Faye Emerson, Morton Downey, Denise Darcell, Jules Munshin
Toast Of The Town Ed Sullivan, MC	CBS	8-9pm	Eleanor Steber, soprano; Mel Allen; Alan and Blanch Lund, dancers; Tom & Jerry, acrobats; Jean Carroll, comedienne; Henry Nodell, comedian
MONDAY AUGUST 28			
Godfrey's Talent Scouts	CBS	8:30-9pm	Emalee Earon, contralto; John Gergely, banjo; Ann Rooney, singer; Cal Brown, baritone
Lights Out	NBC	9-9:30pm	Ides Of April; original by Hal C. Hackady with Ella Raines, Horace McMahon, George Reeves, Rosalind Ivan, Richard Wigginton, Harold McGee, Mabel Taylor, Robert Float
Mohawk Showroom	NBC	7:30-7:45	Roberta Quinlan, MC-singer, Robert Alda, actor
Pantomime Quiz	CBS	8-8:30pm	Jack Smith, singer; Thomas Gomez, actor; Marie Windsor, actress; Jane Nigh, actress
Studio One	CBS	10-11pm	Zone Four by James Fielder Cook; adapted by Worthington Miner; with Mary Sinclair, Judson Laire, Leslie Nielsen, Wesley Addy, Ruth Ford, Arnold Moss, Richard Frazer

PROGRAM	NET	TIME	GUESTS
MONDAY AUGUST 28			
Vanity Fair	CBS	4:30-5pm	Alice Pierce, actress; Eric Brotherson, actor; Vernon Sears, architect
Voice Of Firestone	NBC	8:30-9pm	Guiseppe Valdengo, baritone
We Take Your Word	CBS	9:30-10pm	Faye Emerson; Jan Struther, author
Who Said That	NBC	10:30-11pm	Al Capp, Dane Clark, Morgan Beatty, Eloise McElhone
TUESDAY AUGUST 29			
Armstrong Circle Theatre	NBC	9:30-10pm	Blaze Of Glory; original by Jerome Moss; with Judson Pratt, Mary Patton, Reed Brown Jr,, Dort Clark, Murray Jordan
Cavalcade Of Bands	DuM	9-10pm	Ted Weems & Orch.; Romo Vincent, comic; Georgie Tapps, dancer; Monica Boyar, snger
Eloise Salutes The Stars	DuM	7:30-7:45pm	Billy Reed, Mngr of Little Club; Skitch Henderson, orchestra leader
Little Show	NBC	7:30-7:45	Marla Stevens, singer; The Honeydreamers
OKay Mother	DuM	1-1:30pm	Mrs. Eddie Condon
Prize Performance	CBS	10-10:30pm	Ronnie Lee, dancer; Diane Frandrup, hill-billy singer
Suspense	CBS	9:30-10pm	Poison; by Roald Dahl; adapted by Alvin Sapinsley; with Arnold Moss, Ruth Ford, Wesley Addy, Richard Fraser
Vanity Fair	CBS	4:30-5pm	Gen! John Reed Kilpatrick, mngr Madison Square Garden
WEDNESDAY AUGUST 30			
Cameo Theatre	NBC	8:30-9pm	Ringside Seat; by Jerome Ross; adapted by Ethel Frank; with John Farrell, Dan Matthews, Billy Nevard, Margaret Hayes, Don Kennedy, Billy Coleman, Johnny Kane, Harold Grau, Denise Norris, Frank Stevens, Ted Jacques, Patsy de Sousa
Dinner At Sardi's	WOR	7:30-8pm	Paul Manning, correspondent
Garry Moore Show	CBS	8-9pm	Louis Armstrong; Connie Sawyer, singer
Mohawk Showroom	NBC	7:30-7:45	Landt Trio
OKay Mother	DuM	1-1:30pm	Mrs. Contino, accordianist Dick Contino's mother

PROGRAM	NET	TIME	GUESTS
			WEDNESDAY AUGUST 30
Kraft Theatre	NBC	9-10pm	The Detour; by Owen Davis; adapted by Howard Lindsay; with Ethel Remy, James Cootes, Blair Davies, Isobel Robins, Robert Healy, Katherine Anderson
Thru Wendy's Window	NBC	8:15-8:30	Sarah Palfrey Cooke, guest
The Web	CBS	9:30-10pm	Title Not Set; adapted by Stephen DeBaun from "Silent As A Shiv" by Bruno Fischer; with Diana Douglas, Richard MacMurray, Charles Mendick, William Neil, John Stephens, Helen Wagner
Vanity Fair	CBS	4:30-5pm	Lura de Gez, hair stylist
			THURSDAY AUGUST 31
Jack Haley Show	NBC	9-10pm	Jane Pickens, singer; Jay Marshall, comedian; Loman & Fields, dancers
Little Show	NBC	7:30-7:45	Rosemary Clooney, singer; Honeydreamers
OKay Mother	DuM	1-1:30pm	Mrs. Johnny Druze, wife of Notre Dame football coach
Starlight Theatre	CBS	9-9:30pm	The Philanderer; original by David Karp; with Ernest Truex, Sylvia Field, Janet Fox, Dulcie Jordan, William Darrid
Vanity Fair	CBS	4:30-5pm	Paul Gavert, singer; Carolyn Maye, singer
			FRIDAY SEPTEMBER 1
Alan Dale Show	CBS	11-11:30pm	Leonard Fabian, comedian
Versatile Varieties Bob Russell, MC	NBC	9-9:30pm	Janis Paige, actress; Leonardo & Zola, dancers; Delmars, acrobats; Youman Bros. & Frances, instrumental trio
Mohawk Showroom	NBC	7:30-7:45	Larry Douglas, singer
OKay Mother	DuM	1-1:30pm	Mrs. Vic Raschi, wife of Yankee star
Vanity Fair	CBS	4:30-5pm	Arthur Wallander, NYC.Civil Defense Director; William Titon, Master Food Detective of Macy's

TV -- FRIEND OR FOE OF THE SPORTS GATE?

SUMMER SPORTS COVERAGE MOST EXTENSIVE YET -- BUT FUTURE UNCERTAIN

Sportscaster Dennis James with his "Look out, Mother - that's a step-over toehold!" may have won over a whole new following to the art of grunt and groan ..... that grand new sport, the Roller Derby, may owe its life to a television build-up.....and such novelties as Stock Car Derbies, girls baseball and athletes with pancake makeup may be television offspring also. But sports promoters and telecasters alike are still unresolved as to whether television is beneficial or detrimental to the sports gate.

Most widely-cited statistical survey to date is that researched by a young collegian, Jerry Jordan, whose report has recently been picked up and published by the Radio & Television Manufacturers Association as an argument for television's proving a shot in the arm for sports events in general. Briefly, the survey points out that the length of time a TV receiver is owned influences attendance at sports events...also that while at first attendence goes down, by the time the next season has rolled around, attendance is back to normal...also that after a year or two, attendance among TV set owners is higher than among those not owning sets...also that TV set owners take their families to sports events more often than non owners...and, finally, that other elements - such as a winning team, proper management and publicity, the weather, and the like - are more powerful influences upon the gate than TV.

CONTRARY TO THIS OPINION are such evidences of skepticism as: a recent proclamation by the promoters of Atlanta Cracker baseball games that unless attendence at the ball park increased, games would not continue to be televised.....recent cancellation of wrestling telecasts on the West Coast.....and the necessity for two TV sponsors of West Coast football series to guarantee the sports gate before they could acquire television rights. In particular, the Hoffman Radio & TV Corp., in order to gain the right to telecast a series of Pacific Coast Conference games over KTTV, had to guarantee the gate of not only the UCLA, Southern Cal, and California U games, but also those of Stanford and Washington in the north as well....a committment so easily jeopardized by even one day of bad weather and poor attendance.

Similarly, a very recent announcement has the Admiral appliance firm and station KNBH Hollywood guaranteeing a total gate of $575,000 to West Coast professional football promoters in order to telecast 15 games of the Los Angeles Rams - 9 at home and 6 away games on film. Some small protection is afforded the sponsors by a return guarantee on the part of the promoters that their gate will not fall below $273,000 for the season.

SUCH SKEPTICISM IS COUNTERBALANCED by evidence of the most prolific sports coverage yet this past summer....plus a Fall football schedule that is chock full of top-flight video events(see The Outlook for Fall toward the end of this report). In addition, every station, whether it originates a sports event or not, carries sports news, sports films or kinescopes of sports events. Usually programmed in station time, these shows bring lush dividends in the form of national, local or regional spot sponsors who buy either full sponsorship or participations. The costs are soaring to be sure - witness Gillette's $800,000 for World Series TV rights alone - but divided sponsorship and participations seem adequate answers -- until the time when a new factor moves into the picture....namely theater television chains to whom a million dollars for rights would be peanuts when compared with the profit potential.

In any event, the following examination effectively illustrates the manner in which sports coverage has bulwarked sagging TV program schedules during the hiatus months for big-budget studio giants.

BASEBALL & BEER BRING INCOME AND CHEER

Resourceful Stations & Sponsors are Capitalizing on Adjacent Time,Too

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Still the biggest television sports attraction - because of its national scope and the continuing interest in its pennant races - baseball dominates most station summer programming. All the major league teams but one are being covered (Pittsburgh - whose one sold-out station WDTV and whose cellar-dwelling team, the Pirates, can't get together on terms)....and many minor league teams are still friendly toward TV too. In the immediate past, it was difficult to determine whether overexpanded leagues in the post-war period or television's rivalry with major league coverage were responsible for the demise of so many minor league clubs. Indeed, such strong organizations as the Newark International League entry bit the dust....giving credence to the latter theory. But if this summer's program schedules are to be accepted as evidence, many minor league club owners still welcome television as an attendance builder.

Resourceful stations are capitalizing on adjacent time as well in reaping the baseball harvest. Pre and post-game sales of quiz and interview shows are almost universal. Most ambitious of all is Chicago's WGN-TV which has sold not only the 15 minutes preceding the game to one sponsor, but the 15 minutes preceding that to another...as well as the ten minutes after the game to a third. To top it off, the station has different sets of sponsors for its coverage of the Cubs and the White Sox.

Other ambitious attempts include: the marketing of Cleveland Indian games to Buffalo, Rochester, Dayton and Columbus.....the late evening film highlights of the day's game over WNBQ in Chicago(sponsored alternately by Ford & Edelweiss Beer .....the division of Boston Red Sox and Braves games between stations WBZ-TV and its competitor WNAC-TV with sponsorship by Chevrolet Dealers in Boston and Narragansett Beer.....the pickup of those same games with the same sponsors by WJAR-TV Providence .....WNHC New Haven's picking up of NY Yankee and Brooklyn Dodger games for their respective sponsors by taking the signal off the air and rebroadcasting it.....the frequent duplication of coverage by stations in the same town as evidenced by WLW-C and WBNS Columbus.....the division of games between three stations, as in Philadelphia, where WFIL-TV carries allweekday games of the Phillies and Athletics, while WPTZ picks up Saturday contests and sends it on to WGAL-TV Lancaster, and WCAU-TV covers the Sunday contests.....and, finally, by the instituting of such novelties as girls baseball by WENR-TV Chicago, softball by KPHO Phoenix and KNBH Hollywood, and others.

THE BASEBALL STORY

NY Yankees	WABD, WNHC	Ballantine
Bklyn Dodgers	WOR-TV,WNHC	Schaefer
NY Giants	WPIX, WRGB	Chesterfield
Chicago Cubs	WGN-TV,WBKB	Meisterbrau
Chi White Sox	WGN-TV,WLAV	Ptr Fox Beer
Bost Red Sox	WBZ,WNAC,WJAR	Narragans't
Boston Braves	" " "	Chevr. Dlrs
St. Lou Cards	KSD-TV	Griesedieck
St. Lou Browns	KSD-TV	Falstaff
Cinci Reds	WCPO,WBNS,WHIO	Berger Beer
Cleve Indians	WXEL(above)	Philco Distr.
Detroit Tigers	WWJ-TV	Goebel Beer
Pitts Pirates	none	none
Wash Senators	WTTG	Chesterfield
Phila Phillies	WCAU,WPTZ	Ballantine &
Phila A's	& WFIL-TV	Atlantic Ref
Seattle Ran'rs	KING	BonMarche,Hoffman
SanFran Seals	KPIX	Regal Amber Beer
Portsmouth	WTAR	Schultz,Security Van
St. Paul	WTCN	Hamm Brewing
Minneap Millers	KSTP	Gluck's Beer
Atlanta Crackrs	WAGA	Philco Distribs
H'wood Stars	KLAC	East Side Beer
L.A. Angels	KFI-TV	L.A.Beer,Pontiac
Indianap Chiefs	WFBM	RCA Victor Dlr
Houston Buffs	KPRC	Participations
Dallas Eagles	KRLD	Fritos,Grd Prize
Baltimo Orioles	WMAR-TV	Gunther Beer
Miami Sun Sox	WTVJ	Participations
Bushwicks	WOR-TV	Participations
Softball	KPHO	Participations
Softball	KNBH	Participations

WRESTLING GROANS ON

Summer has seen no decline in the amount of wrestling telecast. This major sport, which TV developed, is being fed from a number of sources to parasite stations all over the country. Those who have no local originations get their golden-locked dandies via the cable, kines or film from as many as 7 arteries.

Some major sources are: DuMont, feeding its New York & Chicago wrestling to at least 24 stations....ABC, whose wrestling is carried by at least 12 stations.. ..CBS which is sending its wrestling to some 7 stations during the summer....Crosley, staging its own in a closed arena to invited guests and marketing it to at least 6 stations....KTLA,originating the very popular "Wrestling From Hollywood" kine, which a random check shows on 21 stations.

Recent innovations are girls on WATV and midgets on WPIX. And almost all these programs are sponsored.

NETWORK COVERAGE

ABC WRESTLING

WENR - Chicago
WCPO - Cincinnati
WEWS - Cleveland
WJZ - New York
WTVN - Columbus
WHIO - Dayton
WXYZ - Detroit
WLAV - Grand Rapids
WJAC - Johnstown
WNHC - New Haven
WNAC - Boston
WAAM - Baltimore

CBS WRESTLING

WCBS - New York
WBNS - Columbus
WJBK - Detroit
WCAU - Philadelphia
KSL - Salt Lake City
KPIX - San Francisco
WHEN - Syracuse

CROSLEY

WLW-T - Cleveland
WLW-C - Columbus
WLW-D - Dayton
WAGA - Atlanta
KRON - San Francisco
WAFM - Birmingham

DUMONT WRESTLING-NY&CHI

WABD - New York
WGN -- Chicago
WAAM - Baltimore
WTTG - Washington
WNAC - Boston
WSPD - Toledo
WNBF - Binghampton
WCPO - Cincinnati
WXEL - Cleveland
WTVN - Columbus
WHIO - Dayton
WJBK - Detroit
WLAV - Grand Rapids
KPRC - Houston
WSAZ - Huntington
WJAC - Johnstown
KTSL - Los Angeles
WNHC - New Haven
KMTV - Omaha
WFIL - Philadelphia
KPIX - San Francisco
WRGB - Schenectady
KSD - St. Louis
WHEN - Syracuse

SYNDICATED

WRESTLING FROM HOLLYWOOD

KTLA - Los Angeles
WBKB - Chicago
WBAL - Baltimore
WCPO - Cincinnati
WXEL - Cleveland
WBNS - Columbus
WFAA - Dallas
WOC - Davenport
WHIO - Dayton
WGAL - Lancaster
WAVE - Louisville
WTAR - Norfolk
WFIL - Philadelphia
WOW - Omaha
WJAR - Providence
WTVR - Richmond
KDYL - Salt Lake City
KFMB - San Diego
WSYR - Syracuse
WTOP - Washington
WSB - Atlanta

BOXING SOMEWHAT LIGHTER ON SCHEDULES

Summer seems to take a little toll on boxing. Minus their Friday night Madison Square Garden features, NBC affiliates are carrying a series of sports films for Gillette. CBS Wednesday feature fights are also off for the summer. ABC Chicago fights go to at least 8 stations, DuMont's to at least 11.

- more -

NETWORK COVERAGE

GILLETTE CAVALCADE OF SPORTS-NBC

WNBT - New York
WSB - Atlanta
WBAL - Baltimore
WBZ - Boston
WBEN - Buffalo
WNBQ - Chicago
WNBK - Cleveland
WLW-T- Cincinnati
WLW-C- Columbus
WLW-D- Dayton
WWJ - Detroit
WICU - Eire
WBAP - Fort Worth
WLAV - Grand Rapids
KPRC - Houston
WJAC - Johnstown
WDAF - Kansas City
WGAL - Lancaster
WJIM - Lansing
KNBH - Los Angeles
WAVE - Louisville
WMCT - Memphis
WTMJ - Milwaukee
KSTP - Minneapolis
WNHC - New Haven
WTAR - Norfolk
WDSU - New Orleans
WKY - Oklahoma City
WOW - Omaha
WPTZ - Philadelphia
WJAR - Providence
WTVR - Richmond
WHAM - Rochester
KING - Seattle
KFMB - San Diego
KRON - San Francisco
KSD - St. Louis
WRGB - Schenectady
WSYR - Syracuse
WSPD - Toledo
KOTV - Tulsa
WKTV - Utica
WNBW - Washington
WDEL - Wilmington

ABC BOXING

WENR - Chicago
WJZ - New York
WTVN - Columbus
WEWS - Cleveland
WJAC - Johnstown
WGAL - Lancaster
WAAM - Baltimore
WNAC - Boston

DUMONT BOXING

WABD - New York
WAGA - Atlanta
WNBF - Binghampton
WNAC - Boston
WFAA - Dallas
KPRC - Houston
WSAZ - Huntington
WMCT - Memphis
WTVJ - Miami
KMTV - Omaha
KSL - Salt Lake City

RACING & TROTTING DON'T SELL

NBC, who,along with CBS favors the special event type of sports coverage, has had wide station acceptance but poor sponsor results with its afternoon horse racing and evening trotting from New York tracks. Although picked up by at least 22 affiliates, the trotters are mainly unsponsored, as were the races earlier in the summer. CBS did sell the Kentucky Derby & Preakness events, however.

Out-of-town stations meet with varying success also....WMAR Baltimore did the races from Pimlico & Havre de Grace....KTTV Los Angeles shows films of the day's races in the evenings...WTVJ Miami carried races from Hialeah and an independent package firm had little commercial success in marketing films of the races during the winter....WWJ Detroit and WRGB Schenectady both carry harness racing. But, in the main, except for special events, racing has not made its mark felt.

NETWORK COVERAGE

NBC TROTTING

WNBT - New York
WNBW - Washington
WNBQ - Chicago
WNBK - Cleveland
WSYR - Syracuse
WDEL - Wilmington
WBAL - Baltimore
WBEN - Buffalo
WBZ - Boston
WRGB - Schenectady
WWJ - Detorit
WLAV - Grand Rapids
KSD - St. Louis
WGAL - Lancaster
WJIM - Lansing
WMCT - Memphis
WTMJ - Milwaukee
WNHC - New Haven
WTAR - Norfolk
WJAR - Providence
WTVR - Richmond
WPTZ - Philadelphia

HUNTING & FISHING CLAIM A FEW

WKY - Okla City -- Let's Go Fishing
WTCN - Minneapolis -- Hunting & Fishing
KLAC - Los Angeles -- Fishing's Fun
KFI - Los Angeles --Western Fishing
KECA - Los Angeles --Hunting & Fishing
WXYZ - Detroit -- Woods & Waters

GOLF & TENNIS ARE SPECIAL EVENTS

NBC has covered the Forest Hills tennis tournaments for the past two years, and are covering them again this year. The network also picked up the Wykagyl golf tournament from Rye,N.Y. for Palm Beach Fabrics for the second year. Coverage of the golf tournament necessitated the re-arranging of the course so that the camera and mobile trucks could be placed in a central location. Both the golf & tennis are an example of NBC's feeling that network sports should be special event sports.

Other stations with golf programs are: WOR with the Johnny Farrell Golf Club....WFAA Dallas with a program devoted to golf tips called "Golf Gab".... WNBW Washington with another show consisting of golfing hints....WAAM Baltimore which covers golf with "Golfing Is Your Game.

ROLLER DERBY IS A TV BABY

The Roller Derby, a sport that television built, can be seen on some 18 ABC affiliates. Blatz beer is so pleased with the show that it has renewed its sponsorship for another 52 weeks,starting Sept 28. Lucky Strike will enter the fold of Roller Derby sponsors Sept 12, when the event adds a Tuesday night segment, making it a 4-times weekly feature. Lucky Strike will pick up the last ½ hour.

NETWORK COVERAGE

ABC ROLLER DERBY

WJZ - New York
WMAL - Washington
WAAM - Baltimore
WNAC - Boston
WENR - Chicago
WCPO - Cincinnati
WEWS - Cleveland
WXEL - Cleveland
WTVN - Columbus
WHIO - Dayton
WXYZ - Detroit
WFBM - Indianapolis
WTMJ - Milwaukee
WNHC - New Haven
WFIL - Philadelphia
KGO - San Francisco
KSD - St. Louis
WSPD - Toledo

THE STOCK CAR DERBY

An outgrowth of West Coast hot rod races, the Stock Car Derby is now carried on several stations and promoted by TV, as are its variations.

WPIX - New York --Stock Car Races
WBEN - Buffalo -- Stock Car Races
WTMJ - Milwaukee -- Stock Car Races
WATV - Newark -- Stock Car Races
KTLA - Los Angeles - Jalopy Derby
WXYZ - Detroit -- Hotrod Races
KLAC - Los Angeles -- Motor Polo
WMCT - Memphis -- Midget Auto Races
WKY - Oklahoma City - Midget Races
WJAR - Providence -- Auto Races
KING - Seattle -- Speedway

SYNDICATED SPORTS FILMS GET A PLAY

Syndicated sports films have a good sponsor record and wide distribution. Top Views In Sports is carried by at least 19 stations, This Week In Sports by at least 10. Other syndicated shows include Sports Album, Sports Scholar, Sports Digest & others. These are supplemented by sports news shows, or - at the very least - scores included in regular news casts.

THE SYNDICATED SHOWS

TOP VIEWS IN SPORTS

- WKTV - Utica
- WNBW - Washington
- WOR - New York
- KGO - San Francisco
- KING - Seattle
- KSD - St. Louis
- WSPT - Toledo
- WENR - Chicago
- WFAA - Dallas
- WLAV - Grand Rapids
- WFMY - Greensboro
- WDAF - Kansas City
- WGAL - Lancaster
- WTMJ - Milwaukee
- WJIM - Lansing
- WDSU - New Orleans
- WKY - Oklahoma City
- KNBH - Hollywood
- WCAU - Philadelphia

THIS WEEK IN SPORTS

- WEWS - Cleveland
- WJBK - Detroit
- WFBM - Indianapolis
- WJIM - Lansing
- KTSL - Los Angeles
- WTVJ - Miami
- WTMJ - Milwaukee
- WFIL - Philadelphia
- WSPD - Toledo
- WBAL - Baltimore

SPORTS ALBUM

- WFAA - Dallas
- WFBM - Indianapolis
- WNHC - New Haven

SPORTS SCHOLAR

- WBEN - Buffalo
- WENR - Chicago

SPORTS SCHOLAR (Continued)

- WHAS - Louisville
- KPIX - San Francisco
- WSPD - Toledo

SPORTS DIGEST

- WOW - Omaha
- KSD - St. Louis

SPORTS PICTURE

- WTMJ - Milwaukee

SPORTSFOLIO

goes to several stations affiliated with DuMont

SPONSORS OF TV SUMMER SPORTS

The following list of TV summer sports sponsors is divided into three categories: beer sponsors; automotive sponsors and miscellaneous sponsors, including appliance distributors, department stores, etc. Beer sponsors lead the way with shows on 59 stations, automotive sponsors next with 34 stations.

KEY - TV STATIONS BY CALL LETTERS

KDYL-TV	Salt Lake	WATV	Newark	WHAM-TV	Rochester	WNBW	Washington
KECA-TV	L. A.	WAVE-TV	Louisville	WHAS-TV	Louisville	WNHC-TV	New Haven
KFI-TV	L. A.	WBAL-TV	Baltimore	WHEN	Syracuse	WOAI-TV	San Antonio
KFMB-TV	San Diego	WBAP-TV	Fort Worth	WHIO-TV	Dayton	WOC-TV	Davenport
KGO-TV	San Fran	WBEN-TV	Buffalo	WICU	Eire	WOR-TV	N. Y.
KING-TV	Seattle	WBKB	Chicago	WJAC-TV	Johnstown	WOW-TV	Omaha
KLAC-TV	L. A.	WBNS-TV	Columbus	WJAR-TV	Providence	WPIX	N. Y.
KPRC-TV	Houston	WBRC-TV	Birmingham	WJBK-TV	Detroit	WPTZ	Phila
KMTV	Omaha	WBTV	Charlotte	WJIM-TV	Lancing	WRGB	Schenect'y
KNBH	L. A.	WBZ-TV	Boston	WJZ-TV	N. Y.	WSAZ-TV	Huntington
KOTV	Tulsa	WCAU-TV	Phila	WKRC-TV	Cincinnati	WSB-TV	Atlanta
KPHO-TV	Phoenix	WCBS-TV	N. Y.	WKTV	Utica	WSPD-TV	Toledo
KPIX	San Fran	WCPO-TV	Cincinnati	WKY-TV	Okla City	WSYR-TV	Syracuse
KRLD-TV	Dallas	WDAF-TV	Kansas Cty	WLAV-TV	Gr Rapids	WTAR-TV	Norfolk
KRON-TV	San Fran	WDEL-TV	Wilmington	WLW-C	Columbus	WTCN-TV	Minneap
KSD-TV	St Louis	WDSU-TV	N'Orleans	WLW-D	Dayton	WTMJ	Milwaukee
KSL-TV	Salt Lake	WDTV	Pittsburgh	WLW-T	Cincinnati	WTOP	Washington
KSTP-TV	Minneap	WENR-TV	Chicago	WMAL-TV	Washington	WTTG	Washington
KTLA	L. A.	WEWS	Cleveland	WMAR-TV	Baltimore	WTTV	Bloomington
KTSL	L. A.	WFAA	Dallas	WMCT	Memphis	WTVJ	Miami
KTTV	L. A.	WFBM-TV	Indianap	WNAC-TV	Boston	WTVN	Columbus
WAAM	Baltimore	WFIL-TV	Phila	WNBF-TV	B'hampton	WTVR	Richmond
WABD	N. Y.	WFMY-TV	Greensboro	WNBK	Cleveland	WXEL	Cleveland
WAFM-TV	Birmingham	WGAL-TV	Lancaster	WNBQ	Chicago	WWJ-TV	Detroit
WAGA-TV	Atlanta	WGN-TV	Chicago	WNBT	N. Y.	WXYZ-TV	Detroit

BEER SPONSORS

Atlas	WBKB	Shares sponsorship of Cubs afternoon baseball.
Blatz	WJZ, WENR, WCPO	All or part of Roller Derby--also WEWS, WTVN, WSPD, WXYZ, WFIL, WFBM, WMAL, WNAC
Berger	WCPO, WBNS, WHIO	Home games of Cincinnati Reds on these stations
Berghoff	WFBM, WJIM, WLAV	This Week In Sports(2), Top Views In Sports(1)
Braumeister	WCPO	Sports News several days weekly
Ballantine	WABD, WGAL, WNHC WFIL, WPTZ, WCAU	Yankee BB in NYC & New Haven; Alt Phillies & Athletics Baseball(4)
Carling	WAGA, WSPD, WDEL WTVN	News broadcasts following game or late in eve; Wrestling on WTVN
Copenhagen Castle	WXEL	Wrestling
Drewry	WJIM	Top Views In Sports
Duquesne	WDTV	Wrestling
E&B	WXYZ, WSPD	Wrestling
Erin (Standard)	WXEL	Home games of Cleveland Indians
Erlanger	WCAU	Wrestling
East Side	KLAC	Alt Hollywood Stars Baseball
Falstaff	WAFM, WBAP, KMTV WOC, KSD, WOW, WDSU, WMCT, KPRC, KSD	Browns Baseball; wrestling; boxing; news

****NOTE: Number in parenthesis refers to number of stations carrying show

BEER SPONSORS (Cont)

Fort Pitt	WDTV, WEWS, WTVN WICU, WJAC	Wrestling; boxing
Falls City	WFBM, WAVE	Wrestling; boxing
Gluck	KSTP	Minneapolis Millers Baseball
Griesedieck	KSD	St Louis Cardinals Baseball
Goebel	WWJ	Detroit Tigers Baseball
Grand Prize	KRLD	Dallas Eagles Baseball
Gunther	WAAM, WMAR	Baltimore Orioles Baseball(WMAR); news(2)
Hamm	WTCN	St Paul Baseball
Hornung	WFIL	Wrestling
Haberle	WSYR	Sports news
Iron City	WDTV	Wrestling; boxing
Iroquois	WBEN	Pregame interviews; short news
Krueger	WABD	Boxing
L.A. Brewing	KFI	L.A. Angels Baseball
Maier	KECA	Wrestling
Moore & Quinn	WSYR	Wrestling
Meisterbrau	WGN	Chicago Cubs Baseball
National	WMAR, WXEL, WTOP WTVR, WTAR	Hollywood wrestling(3); wrestling(1); sports news(1)
Narragansett	WBZ, WJAR	Splits Boston Red Sox & Braves Baseball
Oertel	WAVE	Sports news
Ortleib	WCAU	Sports film
Pabst	WEWS, WJBK, WNBF	Wrestling films; wrestling; trotting
Red Top	WLW-C	Wrestling
R&H	WPIX	Boxing
Peter Fox	WGN	Chicago White Sox Baseball
Rheingold	WENR, WBKB	Sports films
Regal	WDSU	Top Views In Sports
Regal Amber	KPIX	San Francisco Seals Baseball
Richbrau	WTVR	Sports News
Schaefer	WNHC, WOR	Dodger Baseball
Schmidt	WFIL	Wrestling; boxing
Stag	WMCT, KSD	Wrestling(2); Roller derby(KSD)
Geo P. Stein	WBEN	Wrestling
Edelweiss	WNBQ	Film highlights of day's game in Chicago

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MOTOR AND MOTOR PRODUCTS SPONSORS

Atlantic Refining	WFIL, WPTZ, WCAU	Alt Phillies & Athletics BB--also on WGAL
Buick Dealers	KING	News of Sports
Cadillac Dealer	WNBK	Sports news and films
Chevrolet Dealers	WJAR, WNAC, WHIO WBZ, WHAM, KFMB, KFI	Boston Brave & Red Sox(3); BB interviews(2); Top Views In Sports(1); Wrestling(1); news
Chrysler Dealers	WBKB, WJBK	Splits sponsorship of aft Cubs BB(1); news(1)
Cities Service	WNHC	Sports film
Courtney Motors	WENR	Wrestling
Dodge Dealer	WJBK	This Week In Sports
Fine Thomas Mtrs	WGN	Pre Cubs BB interviews
Ford Dealers	WNBQ, WNHC, WRGB WOR, KGO, WJZ	Roller derby(1); Top Views In Sports(1); Film highlights of day's Chi BB(1); wrestling(3
General Tire	WRGB	Sports film
Hambleton Oil	WBEN	Sports news
Hudson Dealers	KRON, WGN	Wrestling
Kaiser-Frazer	KLAC	Fishing program

MOTOR SPONSORS (Continued)

Miller Motors	WGN	Wrestling
Morley Bros	WXYZ	Baseball news
Nash Dealer	WENR	Sports film
Oldsmobile Dlr	WJBK	Wrestling
Plymouth Dealer	WJBK	Sports quiz; news
Pontiac Dealers	WXYZ, KFI, WKY KMTV, KGO, KSD	Hunting & fishing(1); L.A. Angels BB(1); Top Views In Sports(3); boxing(1)
Ray Motors	WGN	Wrestling
Richfield Oil	KLAC	Postgame interviews
Sabini Motors	WGN	Wrestling
Sinclair Oil	WGN, WTVN, WWJ	Wrestling
Stanway Motors	KPIX	Sports Scholar (film)
Studebaker Dlrs	WPIX, WFIL, KSD	News; H'wood wrestling; Laraine Day pre BB
Vermount Motors	KFI	Wrestling
Walker Motors	WXYZ	Wrestling

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MISCELLANEOUS SPONSORS

Admiral Distib	WLW-C	Wrestling
Honor Brand Foods	WAGA	Baseball commentator
Fritos	KRLD	Dallas Eagles Baseball; sports film
Minute Maid Foods	WAGA	Pre Baseball interviews
Consol Appliance	WBRC	Wrestling
General Cigar	WENR	Top Views In Sports
I & F Wine	WBEN	Sports news
Industrial Blower	WGN	Pre White Sox Baseball interviews
Lyons RotoTenner	WBKB	Pre baseball interviews
Nelson Brothers	WGN	Pre Chicago baseball interviews
Philco Distribs	KING, KPRC, WBNS WLW-C, WLW-D, WAGA, WHAM, WBEN	Cleveland Indians BB(5); Atlanta Crackers BB(1) Top Views In Sports(1); wrestling(1)
Squirt	WBEN	Baseball news; sports news
Seven-Up	WOAI	Wrestling personalities
West Texas Appli	WBAP	Baseball news
LaZenda Cigar	WBAP	Baseball news
Coolerator	WFMY	Sports news
Morgan Trucking	WFMY	Top Views In Sports
Grant Stores	KPRC	Wrestling
RCA Victor	WFBM	Indianapolis home games
Commonwealth	WFBM	Pregame interviews
L. Strauss	WFBM	Sports news
Western Fishing	KFI	Fishing program
Farmers Insurance	KLAC	Pregame interviews
Hoffman Radio,TV	KTLA, KPIX, KING	Wrestling; auto races; Seattle Raniers BB
Stewarts Store	WMTC	Wrestling
Felix Williams	WMCT	Midget auto races
Motorola	WYVJ	Jack Of All Sports (splits)
Schilling	WTVJ	This Week In Sports
Major Appliances	WTVJ	Jack Of All Sports (splits)
Nutrema	KSTP	Pregame interviews
Minneap Sav'gs	KSTP	Pregame interviews
Ehlers Coffee	WOR, WNHC	Postgame interviews
G-E Supply	WNHC	Wrestling

MISCELLANEOUS SPONSORS (Continued)

Walco Sporting	WAGA	Hunting & fishing program
Athletic Supply	WSPO	Sports news
Grunbaum Furniture	KING	Wrestling
Forman	WHAM	Pre baseball interviews
Maison Blanche	WDSU	Wrestling
Salem Dept Store	WDSU	Golf program
Boston Store	WLAV	Wrestling
Holmes Dept Store	WDSU	Sports Corral
Bayou-St John	WDSU	Film highlights (Sports Briefs)
Geo J. Schultz	WTAR	Splits Portsmouth Baseball
Security Van	WTAR	Splits Portsmouth Baseball
Progress Co.	WKY	Wrestling
Nebraska Clothing	KMTV	Names You Know In Sports
Land Title Bank	WCAU	Top Views In Sports
Cigar Enjoyment	WJZ, WFIL	Wrestling interviews
Dr Ross Dog Food	KPHO	Softball games
Packard-Bell Appli	KPHO, KDYL	Softball(1); wrestling(1)
Columbia Music Str	WHAM	Hollywood wrestling
Emerson	KPIX	Wrestling
Westinghouse	KING	Seattle Raniers Baseball; auto racing
Bon Marche	KING	Seattle Raniers Baseball; auto racing
G-E Distrib	KING	Wrestling
Fahey-Brockman	KING	Sports Thrills Of A Lifetime (film)
Edgewater Appli	WSPD	Sports news
Gerlinger Equip	WSPD	This Week In Sports
Variety Club	WSPD	Sports Scholar
Chesterfield	WPIX, WTTG	Giants Baseball; Washington Senators Baseball
Philip Morris	WABD	Dizzy Dean. pre Yankees Baseball
Winston Stores	WPIX	Pre baseball quiz
Curtiss Candy	WOR	Pre baseball chatter
Gillette	WNBT	Cavalcade Of Sports on the following stations: KOTV, WSB, KING, WDAF, WKY, WAVE, KRON, KPRC, WTAR, WDEL, WGAL, WBZ, WJAR, WRGB, WSYR, WKTV, WHAM, WWJ, WBAL, WBEN, WNBQ, WNBK, WLW-C, WLW-D, WLW-T, WICU, WBAP, WLAV, WJAC, WJIM, KNBH, WMCT, WTMJ, KSTP, WNHC, WDSU, WOW, WPTZ, WTVR, KFMB, KSD, WSPD, WNBW
Haverty Furniture	WAFM	Wrestling
United Airlines	WGN	Post Chicago White Sox Baseball interviews
Walgreens	WGN	Post Chicago Cubs Baseball interviews
Utica Club	WEWS	This Week In Sports
Vitalis	WXEL	Cleveland Indians pregame interviews
Home Craft Pub	WXEL, WJBK, WHEN	Wrestling interviews--also on WSPD
Horn Williams	KRLD	Sports news
Pepsi-Cola	WJBK	Sports news
Speedway	WJBK	Wrestling
Times Stores	WICU	Sports news
Keystone	WICU	Sports news
Skillern	WBAP	Sports news
Boyle-Midway	KTLA	Jalopy derby
Frank Beverages	WCAU, WFIL, WPTZ	Pregame interviews (pre Atlantic Gas sponsored /games)
Grant Hardware	WOAI	Wrestling
Sunset Appliance	WABD, WPIX	Wrestling

WOR-TV COVERS THE DODGERS FOR SCHAEFER BEER

Marked by Innovations in Camerawork & Commercials

Although some amazing progress has been made in all forms of television sports coverage, perhaps the most obvious and noteworthy is the way in which the handicaps of baseball's spacious parks and widely distributed players have been overcome. Various contributing factors include the fabulous Zoomar lens, additional cameras, better facilities provided by park owners, larger viewing screens which pick up more detail, and - most important - experience....the development of visual techniques through trial and error, and the close harmony of operation between announcer and camera director.

While smaller stations are still largely restricted to the limitations of two camera coverage (one behind home plate and the other between home and first base), telecasters in New York and other major league cities are doing things with from four to seven cameras that were never equaled by bleacher viewing.

WOR-TV's coverage of the Dodger games for Schaefer Beer is setting a fine example with respect to camerawork and sports commercials.

SPONSOR: F & M Schaefer Brewing
AGENCY : B.B.D.&O.
SUPERVISOR: Walter Tibbals, BBDO
DIRECTOR: Ralph Giffen, WOR-TV
ASST DIRECTOR: John Horstmann
ANNOUNCERS : Red Barber
Connie Desmond
Vince Scully
STAFF: 5 cameramen, 1 relief, 2 video shaders, 1 audio man, 2 assistants from the agency who work with the commercials.

CAMERA PLACEMENT is dependent upon the physical setup of the park. Working in the comparatively close confines of Ebbets Field, director Ralph Giffen who is a veteran of a two camera setup at WBZ-TV Boston, is able to make the most effective use of four cameras for play-by-play. In addition, he has control over the 1 camera used in the commercial booth, while his assisstant John Horstmann handles the two cameras covering Happy Felton's Knothole Gang before the game(Curtiss Candy) and Bob Edge's Clubhouse Quiz after the game (Ehler's Coffee).

Giffen, who never gets to actually see a game in the flesh, works from a control booth high in back of home plate, staying in touch with his cameras by microphone and buzzer. He's devised the following camera setup:

Camera #1 -- Over the 3rd base dugout; it's equipped with the Zoomar for the day games; its job is to spot outfield catches, as well as the introduction of lefty batters, bullpen workers, & the scoreboard.

Camera #2 -- Set in the broadcasting booth above home plate, this is the basic camera, used for the pitcher-catcher shot, as well as for following the ball and for getting a wide angle view of the park.

Camera #3 -- Located between 1st base and home plate, this camera follows the baserunner, picks up foul balls, spotlights the pitcher and the visiting bullpen, and covers the left side of the infield. (either #1 or #3 are expendable, but it is an asset to have them both).

Camera #4 -- Adjacent to the Dodger dugout between home and 1st base, this camera is an innovation this year. It serves to introduce right handed batters, gives closeups of the pitcher, and covers plays at the plate -- giving the ground level approach.

SOME OF GIFFEN'S TECHNIQUES that have won good notices for Dodger telecasts are based on such theories as: It's better to follow the players than the baseball.....try for matching shots of the same subject when switching from a long shot to a close-up.....try to anticipate the play....use the wide angle shot from behind home plate between innings to relieve any feeling of claustrophobia.....

If he had another camera, Giffen says that he'd place it on the ground slightly off line with the pitcher and catcher on the 1st base side, so that he could show the actual pitches more definitely. But for the most part he's mighty happy with the freedom that four cameras give him.

Worthy of note are two innovations by other New York stations. During the World Series last year, WABD, the DuMont outlet, used a camera in the right field bleachers to get an unusual view of the pitcher-batter-catcher subject. This year, in addition to the dugout camera, WPIX has initiated the "wipe" technique of switching shots. All the stations are now superimposing pictures of the baserunner and the pitcher and similar interesting approaches to the play.

FROM THE BROADCASTER'S VIEWPOINT, television is now a much better deal than it was a year or two ago. No longer required to follow the director's roving camera, the Dodger trio of announcers - Barber, Desmond & Scully - have both an assistant director and a mechanical system through which to contact Giffen if they wish the camera turned on some special target. The mechanical system is based around a model baseball diamond equipped with strategically-placed lights. If the announcer does not wish to interrupt his monologue to give instructions to the AD sitting next to him, he merely flicks the switch of the light nearest the point on the field he's after and a duplicate board lights up in the control room, giving the director his cue.

A bigger problem, according to the broadcasters, is the difficulty of attuning commentary to first radio and then TV - since the trio divides the AM-TV chore. The differences in tempo of speech and the difficulty of remembering the different sponsors (Schaefer shares AM coverage with Post Cereals) are annoying at any rate. Interesting is the fact that the broadcasters claim it is easier to slow down their commentary for television than to speed up for radio.

SCHAEFER COMMERCIALS ARE UNIQUE & WELL INTEGRATED

Under the supervision of BBD&O's Walt Tibbals, the Schaefer commercials strive for a simple, personalized approach - preferring live spots to film in order to get variety, warmth and adaptability to any particular situation. A typical commercials schedule during a ball game might find first a bar sequence, then a film spot, then a scene in a grocery, then the introduction of a salesman via a picture, then a public service plug, followed by a kitchen scene, then an ad lib by the broadcaster, then a bar scene again, winding up with an animated film spot. Commercials are usually inserted at the middle of the first and succeeding innings, since it is felt that with the home team coming up to bat there is a heightened interest on the part of the viewer. All voice over narration is by the announcer in order to maintain the close connection with the audience.

Almost a trademark of this year's Schaefer commercials is the "beer-drinking camera", which is used three or four times a game. The beer is actually poured "into" the camera by means of good coordination on the part of the hand which raises the beer glass toward a special guiding frame, as well as the cameraman and the broadcaster who watches the action on his monitor in order to synchronize his voice with the action. Schaefer uses cold beer for the commercials in order to insure the right head. Incidentally, while the team is away, both the camera crew and the commercials crew work to develop new techniques, new art work, scripts and sales gimicks for the return

SUMMER SPORTS COVERAGE BY STATIONS

ATLANTA, GA - WAGA-TV
- Cracker Baseball - Philco Distrib
- Cracker Warmup - Minute Maid
- Baseball Scoreboard - Carling's Ale
- Dug-out Dope - Honor Brand Foods
- WLW Wrestling - Participations
- DuM Boxing - Participations
- Inside Outdoors - Walco Sport Goods
- Sports News - Sustaining

ATLANTA, GA - WSB-TV
- Hollywood Wrestling - Participations

BALTIMORE, MD - WAAM
- DuM Wrestling - Participations
- ABC Chi Wrestling - Participations
- DuM Chi Wrestling - Participations
- ABC Chi Boxing - Participations
- Golf Is Your Game - Sustaining
- ABC Roller Derby - Participations
- Last Minute Headlines - Gunther Beer
- Sunday Sports Roundup - Sustaining
- Sports News - Sustaining

BALTIMORE, MD - WBAL-TV
- Hollywood Wrestling - Participations
- NBC Trotting - Participations
- Jamaica Races - Sustaining
- Cavalcade Of Sports - Gillette
- This Week In Sports - Sustaining

BALTIMORE, MD - WMAR-TV
- Orioles Baseball - Gunther Beer
- Wrestling - Participations
- Sports Parade - National Brewing
- Sports Parade - Sustaining
- Scoreboard - Sustaining

BINGHAMPTON, N.Y. - WNBF-TV
- DuM Wrestling - Sustaining
- DuM Boxing - Sustaining
- Boxing - Pabst

BIRMINGHAM, ALA - WAFM-TV
- Amateur Baseball - Sustaining
- Wrestling - Haverty Furniture
- Wrestling - Falstaff Beer
- WLW Wrestling - Participations
- Baseball Scoreboard - Sustaining

BIRMINGHAM, N.Y. - WBRC-TV
- Wrestling - Consolidated Appliances
- Boxing -Sustaining

BLOOMINGTON, IND - WTTV
- DuM Wrestling - Participations

BOSTON, MASS - WBZ-TV
- Braves & Red Sox Baseball - Chevrolet Dealers & Narragansett Beer
- NBC Trotting - Participations
- Bump Hadley Sports - Chevrolet Dealers
- Bill Stern - Sustaining

BOSTON, MASS - WNAC-TV
- Braves & Red Sox Baseball - Chevrolet Dealers & Narragansett Beer
- Sports Matinee - Participations
- Post Game Interviews - Participations
- ABC Roller Derby - Blatz Beer
- ABC, DuM Wrestling - Participations

BUFFALO, N.Y. - WBEN-TV
- Cleveland Indians BB - Philco Distrib
- Pre-Game - Squirt or Iroquois Beer
- Wrestling - Stein Brewery
- NBC Trotting - Participations
- Stock Car Races - Sustaining
- Cavalcade Of Sports - Gillette
- Sports Review - Hambleton Oil
- Sports Spotlight - Iroquois Beer, I&F Wine, Western Savings Bank
- Sport Scholar - Sustaining

CHARLOTTE, N.C. - WBTV
- N.Y. Wrestling - Participations
- N.Y. Boxing - Participations

CHICAGO, ILL - WBKB
- Cubs BB - Chrysler Dealers & Atlas Beer
- Bleacher Club - Lyons Roto-Tenner
- What's The Score? - Baer Bros.
- Hollywood Wrestling - Participations

CHICAGO, ILL - WENR-TV
- Girls Baseball - Participations
- Chi Wrestling - Courtney Motors
- Tommorrows Champions(Boxing) - Partic
- Roller Derby - Blatz Beer
- Roller Derby - Sustaining
- Top Views In Sports - General Cigar
- Sports Capade - Hauser-Nash Dealers
- Sport Scholar - Rheingold Beer

CHICAGO, ILL - WGN-TV
- White Sox Baseball - Peter Fox Beer
- Cubs Baseball - Meisterbrau Beer
- White Sox Pregame - Industrial Blowers
- Cubs Pregame - Fine Thomas Motors
- Pregame Interviews - Nelson Bros Furnit
- White Sox Postgame - United Airlines
- Cubs Postgame - Walgreens
- Wrestling - Hudson Dlrs, Sinclair Oil, Miller Mtrs, Sabini Mtrs, Ray Mtrs

CHICAGO, ILL - WNBQ
NBC Trotting - Sustaining
Cavalcade Of Sports - Gillette
BB News - Ford Dlrs, Edelweiss Beer

CINCINNATI, OHIO - WCPO-TV
Cincinnati Reds BB - Berger Beer
DuM Wrestling - Sustaining
ABC Wrestling - Sustaining
Hollywood Wrestling - Sustaining
Roller Derby - Blatz Beer
Boxing - Sustaining
Sports Picture - Braumeister Beer
Sports News - Braumeister Beer
Sports News - Sustaining

CINCINNATI, OHIO - WKRC-TV
CBS Wrestling - Sustaining
Sports Shots - Sustaining

CINCINNATI, OHIO - WLW-T
WLW Wrestling - Sustaining

CLEVELAND, OHIO - WEWS
Chi Wrestling - Sustaining
ABC Chi Wrestling - Fort Pitt Beer
CBS N.Y. Wrestling - Fort Pitt Beer
Wrestling Films - Pabst Beer
Dayton Wrestling - Sustaining
Roller Derby - Blatz Beer
Roller Derby - Sustaining
This Week In Sports - Utica Club

CLEVELAND, OHIO - WNBK
NBC Trotting - Sustaining
Sports Show - Central Cadillac
Cavalcade Of Sports - Gillette

CLEVELAND, OHIO - WXEL
Cleveland Indians BB - Erin Beer
Pregame - Vitalis
DuM Wrestling - Copenhagen Castle Beer
DuM Wrestling - Participations
Wrestling Interviews - Home Craft Publ
Hollywood Wrestling - National Beer
Roller Derby - Participations
Sports Flashes - Participations

COLUMBUS, OHIO - WBNS-TV
Cleveland Indians BB - Philco Dlrs
CBS Wrestling - Sustaining
Hollywood Wrestling - Participations

COLUMBUS, OHIO - WLW-C
Cleveland Indians BB - Philco Distrib
Wrestling - Admiral Distributors
Wrestling - Carling Beer
Trotting - Participations

COLUMBUS, OHIO - WTVN
DuM N.Y. Wrestling - Carling Beer
ABC Chi Wrestling - Sinclair Oil
ABC Chi Boxing - Fort Pitt Beer
DuM Chi Wrestling - Beer Sponsor
Roller Derby - Blatz Beer
Baseball Scoreboard - Sustaining
Sports Picture - Sustaining

DALLAS, TEXAS - WFAA-TV
Wrestling Warm-Up - Participations
Hollywood Wrestling - Participations
DuM Boxing - Participations
Golf Gab - Sustaining
Sports Album - Sustaining
George White's Sportscast - Partic
Top Views In Sports - Sustaining

DALLAS, TEXAS - KRLD-TV
Eagles BB - Grand Prize Beer, Fritos
Sports In The News - Sustaining
Scoreboard - Horn Williams
Sports Revue - Fritos

DAVENPORT, IOWA - WOC-TV
Hollywood Wrestling - Participations
Telesports Digest - Falstaff Beer
Cavalcade Of Sports - Gillette

DAYTON, OHIO - WHIO-TV
Cincinnati Reds BB - Berger Beer
Postgame - S.W.S. Chevrolet (Dlr)
DuM Chi Wrestling - Sustaining
ABC Chi Wrestling - Participations
Hollywood Wrestling - Sustaining
Roller Derby _ Participations

DAYTON, OHIO - WLW-D
Cleveland Indians BB - Philco Distrib

DETROIT, MICH - WWJ-TV
Detroit Tigers BB - Goebel Beer
Postgame Scores - Sustaining
Wrestling - Sinclair Oil
Cavalcade Of Sports - Gillette
NBC Trotting - Participations
Harness Racing - Participations

DETROIT, MICH - WJBK-TV
CBS Wrestling - Downtown Oldsmobile
DuM Wrestling - Pabst Beer
DuM Chi Wrestling - Speedway
Wrestling Scene - Home Craft Publishing
Sports Telescope - Pepsi-Cola
Sports Corner - Sustaining
Ed Hayes Sports Page - Participations
Sports Show - Chrysler-Plymouth Dlrs
This Week In Sports - Dodge Dlrs
So You Know Sports - Plymouth Dlrs

DETROIT, MICH - WXYZ-TV
Local Wrestling - E&B Brewery
Local Wrestling - Sustaining
N.Y. Wrestling - Walker Motors
Tomorrows Champions(Boxing) - Partic
Roller Derby - Blatz Beer
Roller Derby - Participations
Hotrod Races - Participations
Baseball Scoreboard - Morley Bros.
Woods & Waters - Harvey Mack Pontiac

ERIE, PA - WICU
Wrestling - Fort Pitt Beer
Sports Program - Times Stores
Sports News - Keystone
Cavalcade Of Sports - Gillette

FORT WORTH, TEXAS - WBAP-TV
Wrestling - Falstaff Beer
BB News - W. Tex. Appliances & LaZenda
Sports Previews - Skillern
Cavalcade Of Sports - Gillette

GRAND RAPIDS, MICH - WLAV-TV
White Sox BB - Peter Fox Brewery
DuM Wrestling - Boston Store
ABC Wrestling - Participations
Trotting Races - Participations
Cavalcade Of Sports - Gillette
Top View In Sports - Berghoff Beer

GREENSBORO, N.C. - WFMY-TV
Wrestling - Participations
Boxing - Participations
Sports Scoreboard - Coolerator
Top Views In Sports - Morgan Trucking

HOUSTON, TEXAS - KPRC-TV (WAS KLEE-TV)
Houston Buffs BB - Sustaining
Wrestling - Grant Stores, Philco Distr
Wrestling - Falstaff Beer
DuM Boxing - Participations
DuM Sportsfolio - Sustaining
Cavalcade Of Sports - Gillette

HUNTINGTON, W.VA. - WSAZ-TV
DuM Wrestling - Participations
DuM Boxing - Participations
Baseball Scores - Sustaining
Sports Almanac - Sustaining

INDIANAPOLIS, IND - WFBM-TV
Chiefs BB - RCA Victor Dealers
Pregame - Commonwealth Loan
Wrestling - Falls City Brewing
Boxing - Participations
Roller Derby - Blatz Beer
Roller Derby - Participations
Sports Program - L. Strauss
This Week In Sports - Berghoff Beer

JOHNSTON, PA - WJAC-TV
DuM Chi Wrestling - Fort Pitt Beer
ABC Chi Wrestling - Fort Pitt Beer
ABC Chi Boxing - Fort Pitt Beer
Cavalcade Of Sports - Gillette

KANSAS CITY, MO - WDAF-TV
K.C. Blues BB - Participations
Sports News - Participations
Sports With Jay Barrington - Partic

LANCASTER, PA - WGAL-TV
Phillies & Athletics BB - Atlantic Gas
& Ballantineaalternate
Pregame - Sustaining
Wrestling - Participations
Hollywood Wrestling - Participations
ABC Boxing - Participations
Trotting - Sustaining
Sports News - Sustaining
Sports Final - Participations

LANSING, MICH - WJIM-TV
Trotting - Sustaining
Bill Stern - Sustaining
This Week In Sports - Berghoff Brewing
Cavalcade Of Sports - Gillette
Top Views In Sports - Drewry's Ale

LOS ANGELES, CAL - KECA-TV
Wrestling - Maier Brewing
Hunting & Fishing With Ken Niles - Sus

LOS ANGELES, CAL - KFI-TV
Angels BB - L.A. Brewery, Pontiac Dlrs
Dugout Dope - Felix Chevrolet
Wrestling - Vermount Motors
Fishing - Western Fishing Line
For Sportsmen Only - Participations

SUMMER SPORTS COVERAGE(more)

LOS ANGELES, CAL - KLAC-TV
H'wood Stars BB - East Side Beer & Partic
Pregame - Farmers Insurance Group
Postgame - Richfield Oil
Wrestling - Participations
Boxing - Participations
Motor Polo - Sustaining
Fishing's Fun - Kaiser-Frazer Sales
Sport News - Sustaining

LOS ANGELES, CAL - KNBH
Softball - Participations
Cavalcade Of Sports - Gillette
Baseball Scores - Sustaining
Top Views In Sports - Sustaining

LOS ANGELES, CAL - KTLA
Hollywood Wrestling - Hoffman Radio & TV
Amateur Boxing - Participations
Jalopy Derby - Boyle-Midway & Partic

LOS ANGELES, CAL - KTSL
DuM Wrestling - Participations
This Week In Sports - Participations

LOS ANGELES, CAL - KTTV
Horse Racing - Sustaining

LOUISVILLE, KY - WAVE-TV
Cavalcade Of Sports - Gillette
Boxing - Falls City Beer
Sports Special - Sustaining
Sports Special - Oertel Beer
Baseball Box Scores - Sustaining

LOUISVILLE, KY - WHAS-TV
Wrestling - Sustaining
Sports Scholar - Sustaining

MEMPHIS, TENN - WMCT
Wrestling - Stewart's
Wrestling - Stag Beer
Wrestling Interviews - Sustaining
DuM Boxing - Falstaff Beer
NBC Trotting - Sustaining
Midget Auto Races - F. T. Williams
Cavalcade Of Sports - Gillette

MIAMI, FLA - WTVJ
Miami Sun Sox BB - Sustaining
Pregame - Sponsored
DuM Boxing _ Participations
This Week In Sports - Schilling
Jack Of All Sports - Motorola Major Appliance Stores

MILWAUKEE, WISC - WTMJ-TV
Wrestling - Participations
Stock Car Races - Sponsored
Trotting Races - Participation
Roller Derby - Participation
The Sports Picture - Participation
This Week In Sports - Sustaining
Cavalcade Of Sports - Gillette

MINNEAPOLIS-ST PAUL - KSTP-TV
Millers Baseball - Gluck's Brewery
Dugout Interviews - Nutrena, Minneap. Saving & Loan Assn
Cavalcade Of Sports - Gillette

MINNEAPOLIS-ST PAUL - WTCN-TV
St. Paul Baseball - Hamm Brewing
Hunting & Fishing - Sustaining

NEW HAVEN, CONN - WNHC-TV
Yankee Baseball - Ballantine
Dodger Baseball - Schaefer
Pre-Dodger - Ehler's Coffee
ABC Wrestling - Ford Motors
DuM Wrestling - G-E Supply
Trotting - Sustaining
Roller Derby - Participation
Sports Album - Cities Service
Cavalcade Of Sports - Gillette

NEW ORLEANS, LA - WDSU-TV
Wrestling - Maison Blanche Dept Store
Boxing - Falstaff Beer
Open Fairways - Salem Dept Store
Sports Corral - D.H. Holmes Dept Store
Top Views In Sports - Regal Beer
Cavalcade Of Sports - Gillette
Sports Briefs - Bayou-St. John

NEWARK, N.J. - WATV
Wrestling - Participations
Stock Car Races - Participations

NEW YORK, N.Y. - WABD
Yankee Baseball - Ballantine
Dizzy Dean Pregame - Phillip Morris
Dizzy Dean Postgame - Phillip Morris
Wrestling - Sunset Appliance Stores
Wrestling - Participations
Boxing - Participations
Wrestling Scene - Cigar Enjoyment
Trotting - Participations

NEW YORK, N.Y. - WCBS-TV
Wrestling - Sustaining

NEW YORK, N.Y. - WJZ-TV
Wrestling - Ford Dealers
Roller Derby - Blatz Beer
Roller Derby - Participation
Q-Ball Championships - Sustaining

NEW YORK, N.Y. - WNBT
Trotting - Sustaining
Bill Stern - Sustaining
Cavalcade Of Sports - Gillette

NEW YORK, N. Y. - WOR-TV
Dodgers Baseball - Schaefer Beer
Happy Felton Pregame - Curtiss Candy
Clubhouse Quiz Postgame - Ehler's
Bushwick Baseball - Participation
Wrestling - Participation
Boxing - Participation
Golf Club - Participation
Sports News - Sustaining

NEW YORK, N.Y. - WPIX
Giants Baseball - Chesterfield
Laraine Day Pregame - Studebaker Dlrs
Batter-Up Pregame - Winston TV Stores
Wrestling - Participation
Wrestling - Sunset Appliance Stores
Wrestling Film - Participation
Boxing - R & H Beer
Stock Car Races - Participation
Sportsreel - Participation

NORFOLK, VA - WTAR-TV
Portsmouth Baseball - G.J. Schultz, Security Storage & Van
Hollywood Wrestling - National Brewing
Boxing - Participation
NBC Trotting - Sustaining
Cavalcade Of Sports - Gillette

OKLAHOMA CITY, OKLA - WKY-TV
Wrestling - Progress Co.
Midget Auto Races - Sustaining
Let's Go Fishing - Sustaining
Top Views In Sports - C-B Pontiac Dlr
Sports Picture - Sustaining
Cavalcade Of Sports - Gillette

OMAHA, NEB - KMTV
DuM Wrestling - Falstaff Beer
DuM Boxing - Miller Pontiac
Names In Sports - Nebraska Clothing

PHOENIX, ARIZ - KPHO
Softball - Packard-Bell
Softball - Dr. Ross Dog Food
Boxing - Sustaining

OMAHA, NEB - WOW-TV
Hollywood Wrestling - Falstaff Beer
Sports Digest - Sustaining
Mostly About Sports - Sustaining
Cavalcade Of Sports - Gillette

PHILADELPHIA, PA - WCAU-TV
Phillies & Athletics BB (Sun Afts & Wed Eves) - Ballantine, Atlantic Refining (Alternating)
Pregames (Atlantic) - Frank Bev
Pregames (Ballantine) - Sustaining
CBS N.Y. Wrestling - Sustaining
Wrestling Film - Erlanger Brewing
Bill Sears Sports - Participation
Sports Film - Ortlieb Beer
Top Views In Sports - Erlanger Beer

PHILADELPHIA, PA - WFIL-TV
Phillies & Athletics BB (Weekdays) - Ballantine, Atlantic Ref (Alntg)
Pregame (Atlantic) - Frank Bev
Pregame (Ballantine) - Sustaining
Wrestling - - - Hornung Beer & Partic
Hollywood Wrestling - Studebaker Dlrs
DuM Chi Wrestling - Schmidt's Beer
Wrestling Interviews - Cigar Enjoyment
Roller Derby - Blatz Beer
Roller Derby - Participation
PAL Boxing - Schmidt's Beer
This Week In Sports - Participation

PHILADELPHIA, PA - WPTZ
Phillies & Athletics BB (Sat Afts) - Ballantine, Atlantic Ref (Alntg)
Pregame (Atlantic) - Frank Bev
Pregame (Ballantine) - Sustaining
NBC Trotting - Participation
Cavalcade Of Sports - Gillette

PITTSBURGH, PA - WDTV
DuM Chi Wrestling - Duquesne Beer
ABC Wrestling - Fort Pitt Beer
Wrestling - Iron City Beer
N.Y. Boxing - Fort Pitt Beer
NBC Trotting - Participation

PROVIDENCE, R.I. - WJAR-TV
Red Sox & Braves BB - Narragansett Beer & Providence Chevrolet Dlrs
Hollywood Wrestling - Participation
Trotting - Participation
Auto Racing - Sponsored
Bump Hadley Sports - Sponsored
Cavalcade Of Sports - Gillette

ROCHESTER, N.Y. -WHAM-TV
Cleveland Indians BB - Philco Distrib
Hollywood Wrestling - Columbia Stores
Trotting - Participation
Sports Digest - Buffalo Zone Chevrolet
Top Views In Sports - Brown Chevrolet
Cavalcade Of Sports - Gillette

RICHMOND, VA - WTVR
Hollywood Wrestling - National Brewing
Trotting-Participation
Scoreboard - Richbrau Beer
Sports Light - Richbrau Beer
Cavalcade Of Sports - Gillette

SALT LAKE CITY, UTAH - KDYL-TV
Wrestling - Participation
Hollywood Wrestling - Packard-Bell
Sports Scoreboard - Sustaining

SALT LAKE CITY, UTAH - KSL-TV
CBS N.Y. Wrestling - Participation
DuM N.Y. Boxing - Participation
Sports Preview - Participation

SAN ANTONIO, TEXAS - WOAI-TV
Local Baseball - Participation
Wrestling - Grant Home & Hardware
Wrestling Personalities - Seven-Up
Boxing - Participation

SAN DIEGO, CAL - KFMB-TV
Hollywood Wrestling - San Diego Chevrolet
Sports Almanac - Sustaining
Cavalcade Of Sports - Gillette

SAN FRANCISCO, CAL - KGO-TV
Wrestling - Participation
Roller Derby - Ford Dealers
Top Views In Sports - Pontiac Motors

SAN FRANCISCO, CAL - KPIX
Seals Baseball - Regal Amber Beer
Meet The Seals Pregame - Royal Amber
CBS N.Y. Wrestling - Hoffman Radio, TV
DuM Wrestling - Emerson Radio
Sports Scholar - Stanway Motors

SAN FRANCISCO, CAL - KRON-TV
WLW Wrestling - Hudson Dealers
Cavalcade Of Sports - Gillette

SYRACUSE,-N.Y. - WHEN
DuM Wrestling - Participation
CBS Wrestling - Participation
Wrestling Scene - Home Craft Pub
Sportscope - Sustaining

SYRACUSE, N.Y. - WSYR-TV
Hollywood Wrestling - Participation
Wrestling - Moore & Quinn Ale
Trotting - Participation
Sports Show - Haberle Brewing
Cavalcade Of Sports - Gillette

SCHENECTADY, N.Y. - WRGB-TV
Giant Baseball (Afts) - Participation
Pregame - Participation
DuM Chi Wrestling - Ford Dealers
NBC Trotting - Participation
Harness Racing - Participation
Sportscope - General Tire & Rubber
Cavalcade Of Sports - Gillette

SEATTLE, WASH - KING-TV
Raniers BB - Bon Marche Dept Store, Hoffman Radio & TV, Westinghouse Appliances
Wrestling - G-E TV & Grunbaum Furnit
Auto Racing - Bon Marche, Hoffman, Westinghouse
Top Views In Sports - Philco Dealers
Sports Special - Buick Dealers
Sports Thrills - Fahey-Brockman
Cavalcade Of Sports - Gillette

ST. LOUIS, MO - KSD-TV
Browns Baseball - Falstaff Beer
Cardinal Baseball - Griesedieck Beer
DuM Chi Wrestling - Stag Brewery
Trotting - Participation
Roller Derby - Stag Brewery
Sportscast - Participation
Spot Views - Studebaker Dealers
Top Views In Sports - Christen Pontiac
Cavalcade Of Sports - Gillette
Sports Digest - Falstaff Beer

TOLEDO, OHIO - WSPD-TV
DuM Wrestling - E&B Beer
Wrestling Scene - Home Craft Pub
Trotting - Participation
Roller Derby - Blatz Beer
Sports Scholar - Variety Club
Top Views In Sports - Participation
Scoreboard - Carling
Sports Views - Athletic Supply
Sports Page - Edgewater Appliance
Cavalcade Of Sports - Gillette
This Week In Sports - Gerlinger Equip

TULSA, OKLA - KOTV
Cavalcade Of Sports - Gillette

UTICA, N.Y. - WKTV
- Top Views In Sports - Beer Sponser
- Sports Weekly - Sustaining
- Cavalcade Of Sports - Gillette

WASHINGTON, D.C. - WMAL-TV
- Roller Derby - Blatz Beer
- Sports Parade - Participation
- Sports Film - Participation

WASHINGTON, D.C. - WTTG
- Senators Baseball - Chesterfield
- Dugout Chatter Pregame - Sponsored
- Press Box Postgame - Participation
- DuM Wrestling - Participation
- Tony Wakeman Sports - Participation

WASHINGTON, D.C. - WNBW
- Trotting - Participation
- Golfing - Sponsored
- Top Views In Sports - Participation
- Cavalcade Of Sports - Gillette

WASHINGTON, D.C. - WTOP-TV
- Hollywood Wrestling - Participation
- Wrestling - National Brewing
- Jim Simpson Sports - Participation
- Sports Recap - Sustaining

WILMINGTON, DEL - WDEL-TV
- Trotting - Participation
- Sporting Scene - Carling
- Cavalcade Of Sports - Gillette

THE FUTURE

FALL SCHEDULES ARE FULL OF SPORTS

Indications are that as many stations as can clear time will program football this fall. Already DuMont reports that some 43 stations are signed for the Notre Dame & other football games, while NBC, CBS & ABC are making major programming out of sports. The lineup will look something like this:

Aug 6 - NBC-TV - Bill Stern started an 8:30-9pm Sunday adaptation of his radio feature show.

Sept 1 - NBC-TV - Gillette fights return as do Greatest Fights for Chesebrough.

Sept 15 - ABC-TV starts NY Football Giants Huddle sponsored by Sun Oil.

Sept 16 - ABC-TV inaugurates 15 game schedule of Sat & Sun pro football games; not carried in originating city or on stations with 75 miles; Sponsor -Sun Oil

Sept 28 - ABC-TV Roller Derby renewed by Blatz to 13 stations for 52 weeks on Thursdays; adds Lucky Strike as sponsor for Tuesday.

Sept 30 - DuMont college football debuts; 5 Notre Dame, 2 Yale & 1 other game with Chevrolet picking up the 5 Notre Dame games.

Sept 30 - CBS-TV college football debuts with series of 8 telecasts of Army, Navy & Columbia games; sponsored by Esso Standard Oil Co.

Sept 30 - NBC-TV college football debuts; 8 telecasts of Penn, Harvard & Princeton games, sponsored by Atlantic Refining; series ends with Army-Navy game, which will be sponsored by Gillette.

October - Gillette sponsors the World Series paying $800,000 for rights;time costs will run the tab to over $1,000,000.

Oct 7 - DuMont inaugurates Saturday Night At The Garden, a series of 26 telecasts, including professional & college basketball, track, rodeo, dog show, etc.

Oct 15 - WPIX starts telecasting 120 Madison Square Garden events on weekdays; including profession & college basketball, rodeo, dog show, track; with 60 events sponsored by NY Chevrolet Dealers & half of the remaining 60 events sponsored by Webster Cigars; other sponsor not set.

CONCLUSION

Perhaps the most explicit resume of this report is to repeat the three lines of the headline on Page One:

TV MAY HAVE TO GUARANTEE THE SPORTS GATE IN THE FUTURE

BUT THIS SUMMER, SPORTS FORM A MAJOR PART OF HIATUS SCHEDULES

WITH BEERS & MOTORS MOST ACTIVE SPONSORS

Ross Reports

ON TELEVISION PROGRAMMING

RESEARCH: Nicholas Gordon VOL. 2 NO. 6 SEPTEMBER 3-9, 1950
SUPPLEMENT A

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(3) - ABC(Ch7) 5-6pm; CHANGE - Super Circus; from WENR-TV Chicago to E&MW Nets; Variety circus acts; Canada Dry Bev returns to sponsor the first half-hour; Agency - J.M. Mathes; Second half-hour continues under alternate sponsorship of Peters Shoe through Henri, Hurst & McDonald, Chicago and M & M Ltd., through William Esty; Producer - Phil Patton; Director Ed Skotch.

CBS(Ch2) 6:30-7pm; RETURN - Mr. I. Magination; from WCBS-TV to 20 sta E&MW Nets; Paul Tripp transports children to Imagination land and dramatizes children's classics; Sponsor - Nestle's Chocolate; Agency - Cecil & Presbey; Packager - CBS; Producers - Norman & Irving Pincus; Supervisor - Worthington Miner CBS; Director - Donald Richardson CBS.

DuM(Ch5) 9-10pm; HIGHLIGHT - Miss U.S. Television Contest; from WGN-TV Chicago to E&MW Nets; 16 winners of contests held by TV stations will compete for final honors; Among the judges will be Al Capp, Michael Todd, Crosby Kelly (Mngr. of 1950 Chicago Fair who will help select "Miss U.S. Television".

DuM(Ch5) 8-8:30pm; HIGHLIGHT - Highlights Of Chicago Fair - 1950; from WABD to E&MW Nets; A special film presentation covering interesting summer events and unusual exhibits at the Chicago Fair.

NBC(Ch4) 2-5pm; HIGHLIGHT - National Men's & Women's Singles Tennis Matches; at Forest Hills; From WNBT to E&MW Nets; also on Mon Sept 4; willbe covered by Bill Stern NBC, and Donald Budge; Supervisor - Bill Garden NBC; Directors - Don Hillman and Lewis Brown NBC.

-more-

THIS ISSUE

Mon(4) - CBS(Ch2) 1:30-2:30pm; DEBUT - About The House; on WCBS-TV local; Mon through Fri.; Lydia Rogers and Woody Klose present the woman's and the man's viewpoint on household problems, demonstrating helpful hints for housewives; Producer-Director-Bill Allyn CBS

CBS(Ch2) 11:10-11:55pm; CHANGE - Midnight Snack; on WCBS-TV local; Mon through Fri; variety show MC'd by Bobby Sherwood, songs by Beryl Richards; changes title from "Variety Quiz"; Producer-Director - Rick Leighton CBS.

Tue(5) - CBS(Ch2) 8-9pm; RETURN - Sure As Fate; from WCBS-TV to E&MW Nets; Sust ; dramatic series resumes after 2 week summer trial run; Producer - Jerry Danzig CBS; Packager- CBS; Directors - Hal Gerson and Yul Brynner.

DuM(Ch5) 10-11pm; DEBUT - Star Time; from WABD to E&MW Nets, 31 sta; New variety show with Frances Langford, Benny Goodman, and comedian Lew Parker as regulars, with guest celebrities on hand each week; Sponsor - Food Stores Programs Corp; Agency - Franklin Bruck; Producers - Robert Wright & George Forrest; Director - Sean Dillon DuM.

Wed(6) - ABC(Ch7) 7:30-8pm; DEBUT - Chance Of A Lifetime; from WJZ-TV to E&MW Nets; TV version of the AM quiz show with John Reed King, MC Sponsor - Bendix; Agency - Tathar-Laird, Chicago; Producer-Robert G. Jennings; Director - Charles Harrell.

NBC(Ch2) 10:30-11pm; DEBUT - Stars Over Hollywood; on WNBT local; series of light dramas and comedies filmed for TV; Sponsor - Armour & Co; Agency - Foote, Cone & Belding; Packager - MCA

WOR(Ch9) 9-11pm; RETURN - Wrestling From Coney Island Velodrome; on WOR-TV local; Dick Nesbitt is the commentator; Producer-Director - Roy Meredith.

Thu(7) - CBS(Ch2) 10-10:30pm; DEBUT - Truth Or Consequences; on WCBS-TV local; kine of telecast from KTTV Los Angeles; TV Version of the AM show with MC Ralph Edwards stirring up the fun; Sponsor - Phillip Morris; Agency - Biow. (Further credits not available at press time)

Fri(8) - CBS(Ch2) 9-10pm; RETURN - Ford Theatre; WCBS-TV to 21 sta E&MW Nets; dramatic hour resumes, on alternate Fridays; Sponsor - Ford Motor; Agency - Kenyon & Eckhardt; Producer - Garth Montgomery K&E; Assoc Producer - Carl Beier; Director - Franklin Schaffner CBS.

DuM(Ch5) 10-11pm; CHANGE - Cavalcade Of Stars; from WABD to 13 sta E&MW Nets, 5 kine; Variety show with MC Jackie Gleason changes time from Saturday at 9-10pm; Sponsor - Whelan; Agency - Product Advertising; Producer - Milton Douglas PAC; Director-Frank Bunetta DuM.

DEBUTS, HIGHLIGHTS, CHANGES (Continued)

Fri(8) - DuM(Ch5) 9-9:30pm; CHANGE - Hands Of Mystery; from WABD to E&MW Nets; dramatic mystery series (Formerly titled "Hands Of Destiny") picks up sponsor - Bond Clothing Stores (52 wks) through Grey Agency; Supervisor - Jack Wyatt, Grey.

WOR(Ch9) 8-8:30pm; RETURN - Twenty Questions; on WOR-TV; MC Bill Slater moderates regular panelists and guest experts; Sponsor- Ronson Art Metal Works; Agency - Grey; Producer - Gary Stevens; Director - Roger Bower WOR.

WOR(Ch9) 8:30-9pm; DEBUT - Trapped; on WOR-TV; new dramatic mystery series; Packager - Harvey Marlowe; Director - Harvey Marlowe.

Sat(9) - NBC(Ch2) 8-10:30pm; RETURN - The Saturday Night Revue; from WNBT to E&MW Nets; First segment - The Jack Carter Show (8-9pm) with MC Jack Carter; Donald Richards, baritone;plus guests; Second segment - Your Show Of Shows (9-10:30) with Sid Caesar, Imogene Coca, Robert Merrill, Marguerite Piazza and guest emcees; Sponsors - Campbell Soup through Ward Wheelock Co. (8-8:30pm); Snow Crop Foods through Maxon, Inc. (9-9:30pm); Crosley Div of Avco through Benton & Bowles (10-10:30pm); Participating Advertisers - Whitman's Chocolates; Johnson's Wax; Wildroot Hair Tonic; Scotch Tape; S.O.S.; Benrus Watch Co.; Producers - Danny Dare (Jack Carter); Max Liebman (Show Of Shows); Production Supervisor - George McGarrett NBC; Directors - Paul Munroe NBC (Jack Carter); Hal Keith NBC (Show Of Shows).

LAST WEEK'S ARRIVALS

CBS -- Lucky Pup; returned on WCBS-TV; 6:30-6:45pm Monday through Friday; 6:30-7pm Saturday; Foodini, the Magician, Lucky Pup & puppet friends, creations of Morey & Hope Bunin, - Doris Brown as narrator; Serialized adventures for children; Sponsors - Sun Dial Shoes through Hoag & Provandie (Boston); Ipana Toothpaste through Doherty, Clifford and Shenfield; Producer-Director - Lloyd Gross CBS.

NBC -- Garroway At Large; returned from WNBQ Chicago to 18sta E&MW Nets & 9 kine; 10-10:30pm Sundays; Comedy-Variety show with MC Dave Garroway and regular cast including singers Connie Russell, Bette Chapel, Jack Haskell & comic, Cliff Norton; Sponsor - Congoleum-Nairn; Agency - McCann Erickson; Supervisor - Lee Cooley McE; Producer- Ted Mills NBQ; Director - William Hobin NBQ.

FUTURES

Sept 21 Red Grange Predicts debuts from WENR-TV Chicago; 15 min. show following the Roller Derby on Thursdays; Red Grange, former Illinois Grid Star discusses football; Sponsor - Florsheim Shoe (13 wks); Agency - Gordon Best.

Sept 22 Star Of The Family debuts on WCBS-TV; 10-10:30pm Fridays; Morton Downey is the singing host on this variety revue with guest celebrities; Sponsor - Kelvinator; Agency - Geyer,Newell,Ganger; Producer - Cobey Ruskin MCA; Director- John Wray CBS.

Oct 2 Musical Comedy Time debuts from WNBT to E&MW Nets; 9:30-10:30pm on alternate Mondays; adaptations of Broadway musical comedies; Sponsor- Proctor & Gamble; Camay through Pedlar & Ryan; Tide through Benton & Bowles; Producer - Doug Coulter NBC; Packager - Bernard Shubert.

PROGRAM	NET	TIME	GUESTS
		SATURDAY SEPTEMBER 2	
Cavalcade Of Stars Jackie Gleason, MC	DuM	9-10pm	Joe Smith & Charlie Dale, comics; Gracie Barrie, mimic; Beachcombers, vocal group
Hollywood Screen Test	ABC	7:30-8pm	Vanessa Brown, lead; Stuart Nedd, Robert Bolger, tests; Jackie Paris, singer
		SUNDAY SEPTEMBER 3	
Leave It To The Girls	NBC	7-7:30pm	Bob Cooke, Vanessa Brown, Betty Furness
Masterpiece Playhouse	NBC	9-10pm	Uncle Vanya by Anton Chekov; adapted by Phil Minis; with Tod Andrews, Walter Abel, Boris Karloff, Eva Gabor, Leora Dana, Eda Heinemann, Isobel Elson
Say It With Acting	NBC	6:30-7pm	The President Players vs. Gag Writer's Institute
Think Fast Rex Stout, MC	ABC	7-7:30pm	Gypsy Rose Lee, Leon Janney, David Broekman, George Hamilton Combs
This Is Show Business	CBS	7:30-8pm	Jane Wyatt, actress; Herb Shriner, humorist; Pearl Bailey, singer; Kathryn Lee, dancer
Toast Of The Town Ed Sullivan, MC	CBS	8-9pm	Ink Spots; Piero Bros, jugglers; Billy Vines, comedian; Winick & Mae, dancers; Gaudsmith Bros, animal act; Sam Urzetta, National Amateur Golf Champion
		MONDAY SEPTEMBER 4	
Godfrey's Talent Scouts Arthur Godfrey, MC	CBS	8:30-9pm	Paul Judson, baritone; Victoria Samuelian soprano; Rigual Trio; vocal-instrumental; Irene Carroll, singer
Lights Out	NBC	9-9:30pm	The Benuili Chant; adapted by Gordon A. Van Riper from his original story "The Mind Robbers"; with Tom Drake, Ed Begley, Jean Sheppard, Ralph Riggs, Leora Thatcher Wells Richardson
Mohawk Showroom	NBC	7:30-7:45	Magid Triplets, song and dance
Pantomime Quiz	CBS	8-8:30pm	Jack Bailey, actor; Bill Goodwin, actor; Richard Ney, actor; Florence Bates, actres
OKay Mother	DuM	1-1:30pm	Mrs. Jack Haley
Vanity Fair	CBS	4:30-5pm	Zachary Solov, choreographer; St. Terrell, composer; Frank Kaplin, designer

Program	Ch.	Time	Story
Wednesday Night			
Wrestling in Texas	[illegible]	7-[illegible]	Live. Jerry A. Gerald, Gene Kostner, Gerald Brazle, Albert, Sam Steinberg, Frank Jones, Jerry Brazle, Albert, Sam Steinberg, Frank Jones
Hollywood Crime Case	[illegible]	7:[illegible]-8pm	Theresa Brown, Dead, Julian Gwen, Sonny Wright, Tucker, Jerry Tarin, Wright
Thursday Night			
Death Is In The Deck	[illegible]	7-[illegible]pm	Jim Jones, Thomas Jones, Doris Jones
Interpretive Dancing	[illegible]	4:[illegible]pm	Lucia Torres on Piano Concerto; Dancers in Mel [illegible], Wing Ho Kennedy, Mary Mel, Sheila Garrison, Ann Gaines, Lenore Ford, Kim Gutierrez, Judy Elms
Dance In Wing Kitchen	[illegible]	[illegible]-7pm	Jim Thompson Factory - Jay Mathews, Instructor
Thirty Days	[illegible]	7-7:[illegible]pm	Ernest Ann Lee, Jane Jones, Janet Tomkins, George Martin Hodge
Film In Film Theatre	[illegible]	7:[illegible]-9pm	Jane Lynn, Actress, Tom Stanley, James Lee, Paul Bailey, Albert Bailey Lee, Lenore
Stars Of The Team	[illegible]	6-9pm	Jim Spears, Mary Jones, Jackson, Sally Tiers, Jenkins, Julia & Ann, Jackson, Jackson Ann, Julia Bell, Ann Jones, Bailey Lee, Jackson Bell, Jackson Bell Jenkins
Friday Morning			
Gardner's Salon Course	[illegible]	9:30-9am	Pat Gardner, Beautiy, Tiffany Beauty Salon, Tiffany Tots, Paul Tots, Instructor, Jane Gardner, Lily
Lunch Out	[illegible]	1-1:[illegible]pm	Jim Bailey Band, Mayor Jo Gardner & Jim Bailey Trio, Jo Bailey Band, Jim Jones, Jo Jones, Jo Jones, Jim Jones, Bob Jones, Bailey Jones, Jim Jones, Bob Jones, Bailey Jones, Jim Jones
Cooking Contest	[illegible]	[illegible]-[illegible]pm	Mary Jones, Mrs. Jones, Mrs. Jones
Shopping Date	[illegible]	2-[illegible]pm	Jim Bailey, Mrs. Jones, Bill Gardner, Mary Jones, Mrs. Jones, Jones Bailey, Jones Jones, Mrs. Jones, Mrs. Jones
Dog Show	[illegible]	1-[illegible]pm	Mrs. Mrs. Jones
Weekly Talk	[illegible]	4:[illegible]-5pm	Beauty Salon, Commentary, Mr. Jones, Jones, Jones, Jones Bailey, Jones

PROGRAM	NET	TIME	GUESTS
		MONDAY SEPTEMBER 4	
Studio One	CBS	10-11pm	Look Homeward Hayseed by John Ed Pearce; adapted by Worthington Miner & Elizabeth Hart; with Tom Avera, Janet Ward, Herbert Rudley, Jane Seymour, Bill Perott, Harry Cooke, Ken Raymond, Arthur O'Connell, Bill Lee, Jack Ewing
Voice Of Firestone	NBC	8:30-9pm	Eleanor Steber, soprano
We Take Your Word	CBS	9:30-10pm	Gypsy Rose Lee, Quincy Howe
Who Said That	NBC	10:30-11pm	Arlene Francis; Deems Taylor, music critic Eddie Mayehoff, comedian;
		TUESDAY SEPTEMBER 5	
Armstrong Circle Theatre	NBC	9:30-10pm	First Formal; original by James Garvin & Bob Duncan; with Ruth Matteson, Victor Jory, Jane Sutherland, Edwin Bruce, Tom Reynolds, Martin Miller
Cavalcade Of Bands	DuM	9-10pm	Charles Spivak & Orch.; Red Buttons, comic Pierre D'Angelo & Ana, dancers; Jay Lawrence, satire; Johnny Mack, dancer
Eloise Salutes The Stars	DuM	7:30-7:45	Bob Cooke, sports editor -Tribune; Eva Gabor, actress
Little Show	NBC	7:30-7:45	Betty Norman, singer; The Honeydreamers
OKay Mother	DuM	1-1:30pm	Betty Furness
Prize Performance	CBS	10-10:30pm	Bobby McKnight, singer; Barbara Neiderman, pianist
Star Time	DuM	10-11pm	Phil Regan, singer; Ben Blue, comedian; Kathryn Lee and Doug Rogers, dancers
Sure As Fate	CBS	8-9pm	Nightfall by David Goodis; adapted by Max Ehrlich; with John McQuade, Augusta Dabney Joey Walsh, Eugene Ruymen, E.G. Marshall, Elaine Ellis, Frank Campanella, Mario Gallo Arthur O'Connell; Melvin Ruick - Narrator
Vanity Fair	CBS	4:30-5pm	Margaret Phillips; William Pahlmann, desgr
Suspense	CBS	9:30-10pm	A Pocket Full Of Murder by Algernon Blackwood; adapted by Alvin Sapinsley; with Barry Nelson, Don Hanner, Pat McVey, Elliot Sullivan, Cara Williams, Jack Warden

PROGRAM	NET	TIME	GUESTS
		WEDNESDAY SEPTEMBER 6	
Cameo Theatre	NBC	8:30-9pm	The Paper Sack by Norman Zeno; adapted by Ethel Frank; with Dennis Harrison, James Little, Pat Malone, John Marley, Joseph McInerey, Pat O'Malley, Andree Wallace, Lee Marvin, John Gerstad, Tom Heaphy, Robert Bolger, Harry Kingston
Garry Moore Show	CBS	8-9pm	Dorothy Jarnac, dancer; Dick Himber, orch. leader & magician; Wally Cox, comedian
Kraft Theatre	NBC	9-10pm	The Last Trump; original by James Bridie; with Mercer McLeod, Richard Purdy, Jim Davidson, Julie Christie, Rex O'Malley, Olive Reeves-Smith, Norman MacKay, Dan Morgan, Shirley Moore, Eileen Page, Phoebe MacKay, Margeretta Warwick, Oswald Marshall
Thru Wendy's Window	NBC	8:15-8:30	Charles Korvin, actor
The Web	CBS	9:30-10pm	Dark Cross Roads by Lawrence Blochman; adapted by Howard Rodman; with Richard Fraser, Colin Keith-Johnston, Evans Thomas, Cliff Hall, Michael Alexander, Frank deKova
		THURSDAY SEPTEMBER 7	
Ford Star Revue Jack Haley, MC	NBC	9-10pm	Luba Malina; Bob Fosse, dancer; Jimmy Carroll, singer
Starlight Theatre	CBS	9-9:30pm	The Face Is Familiar, But -- by Max Sculman adapted by Wentzle Ruml & Lenny Turovlin; with Josh Shelley, Barbara Whiting, Martin Newman, Alison Prescott, Mary Beller, Edwin Cooper, Terry O'Sullivan, J. Foley, Robert Lavin
		FRIDAY SEPTEMBER 8	
By Popular Demand Arlene Francis, MC	CBS	10-10:30pm	Vernettes, jugglers; Mavis Mims, dancer; Paul Judson, singer; June Gardner, soprano
The Clock	NBC	9:30-10pm	Prescription For Death; original by Martin Fass; with Leslie Nielsen, Maggi McNamara, Helen Donaldson, Phil Sterling, Frank M. Thomas, Julie Bennett, John Farrell, Doris Belack
Ford Theatre	CBS	9-10pm	The Traitor by Herman Wouk; adapted by Jack Kirkland; with Lee Tracy, Walter Hampden, Dick Kendrick, Don Kennedy, James Coots, Rick Hollister, Robert Pastene, Barbara Ames, Dudley Sadler, Joseph Holland

Ross Reports

ON TELEVISION PROGRAMMING

ED & PUB: Wallace A. Ross VOL. 2 NO. 6 SEPTEMBER 10-16, 1950
SUPPLEMENT B

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(10) - ABC(Ch 7) 6:30-7pm; HIGHLIGHT - The Marshall Plan In Action; on WJZ-TV only; film series by ECA will have showing also at 10-10:30pm this date as well as Sundays, Sept. 17, 24 & Oct 1.

6-6:30pm; HIGHLIGHT; Mrs. America Finals from Asbury Park to 7 Sta E Net; with some 30 contestants judged by Johnny Olsen, Kathi Norris, Peter Donald, Morey Amsterdam, Russell Patterson & others; Sponsor - Exquisite Form Bra; Agency - Brandford; Packager - World Video; Producer - Sid Stern, WV.

DuM(Ch 5) 2:30-5:30pm; DEBUT - Sunday Film Matinee; on WABD only; includes a western, 1st chapter of a serial, & a feature film.

NBC(Ch 4) 8-9pm; DEBUT - Colgate Comedy Hour; from WNBT to E&MW Nets; Eddie Cantor stars in first of series with rotating comics; talent group packaged by William Morris includes: dancers-Tommy Wonder, Danny Daniels, Helen Wood, Janet Gaylor, Charlotte Fayn Lou Wills Jr, Bob Gari, Faye McKenzie; ballet-Joy Williams & Van Buttignol; singers-Pat Hathaway, Julia Williams, Jimmy Allison, Marilyn Delaney, Angela Castle; Choreographer - Dick Barstowe; Costume Designer - Frank Thompson; Scenic Designer - Firth Ulman; Makeup - Dick Smith; program will be a revue based upon Cantor's show business background, with twists; AGENCY - Ted Bates & Sherman & Marquette for Ajax, Colgate Dental Cream, Palmolive Soap, & Halo Shampoo; NBC EXEC PROD - Sam Fuller; ASSOC PROD - Bob Masson; TV DIRECTOR - Kingman Moore; PROD OF CANTOR'S SHOW - Charles Friedman; WRITER - Manny Ostroff; ORCHESTRA - Al Goodman; from the Int'l Theater in NYC. Fred Allen & Martin & Lewis will also have their own units in future weeks

4-4:30pm; NEW TIME; Battle Report
4:30-5pm; NEW TIME; Meet The Press; picks up sponsor next week, Revere Copper & Brass.
5-5:30pm; NEW TIME; Watch The World with John Cameron Swayze.

- more -

THIS ISSUE

Sun(10) - NBC(Ch 4)

9-10pm; RETURN; Philco Playhouse; from WNBT to E & MW Nets; name talent in dramatizations of novels; Agency - Hutchins; Producer - Fred Coe, NBC; Director - Delbert Mann, NBC (see Talent Showsheet for this week's talent).

PIX(Ch11)

6:35-6:45pm & 11-11:30pm every day; Weather Forecast; with Ray Knight in a five-minute telecast sometime in the foregoing periods. Sponsor for 52 weeks - Purity Bakeries; Agency Young & Rubicam.

Mon(11) - ABC(Ch 7)

11:30-12Noon; DEBUT - WJZ starts a 7-day-a-week programming with Kitchen Kapers featuring Tiny Ruffner in viewer partic. and recipe contests, etc.
12-12:30pm; Market Melodies becomes a 5-a-week show.
2:30-3pm; TV Telephone Game goes five-a-week.
3-5pm; Zeke Manners now five-a-week.
5-5:15pm; Mr. Magic-Norman Jensen now five-a-week.
5:15-5:30pm; DEBUT - Paddy Pelican puppet show from WENR-TV Chicago; with Sam Singer, Mary Frances Desmond, Helen York & Ray Suber; Helen York is puppeteer.
5:30-5:45pm; DEBUT - Hold 'Er Newt puppet show from WENR-TV; with puppeteer Don Tennant; 5-times weekly.
5:45-6pm; DEBUT - Space Patrol; children's adventure drama; by video recording.
7:30-8pm; CHANGE - Hollywood Screen Test moves to this time.
8-8:30pm; DEBUT - Treasury Men In Action; from WJZ-TV to E&M Nets; with Walter Greaza in dramatized cases from Treasury Dept. files; Sponsor - Chrysler Motors; Agency - McCann-Erickson; Packager - Bernard Prockter; Producer - Everett Rosenthal for Prockter; Director - David Pressman.
8:30-9pm; CHANGE - Author Meets The Critics moves to this ti
9-11pm; DEBUT - Double Feature on WJZ-TV only.

CBS(Ch 2)

11-11:15pm; RETURN - At Home Show on WCBS-TV only in a new time period; with Earl Wrightson baritone and Norman Paris instrumental ensemble; Sponsor - Masland Rugs; Agency - Anderson, Davis & Platte; Supervisor - Victor Seydel,ADP; Producer-Director - Franklin Heller,CBS.

DuM(Ch 5)

5:30-6pm weekdays; DEBUT - Serial Theater on WABD only; each day this week a different serial will be started & will be continued on the same day during following weeks. Serials include: Tim Tyler's Luck, Radio Patrol, Gene Autry in Phantom Empire, Don Winslow of the Coast Guard, & Bill Boyd in The Lost City.

NBC(Ch 4)

9:30-10:30pm alternate Mondays; RETURN - Lucky Strike Theate with Robert Montgomery; from WNBT to E&MW Nets; adaptations of movies with name stars; Sponsor - Amer. Tobacco; Agency - BBD&O; Production Supervisor - Joseph Bailey of Neptune Productions(formerly of Grey Adv); Director - Norman Felton.

WOR(Ch 9)

7-11pm; RENEWAL - Ford Movie Night for another 13 weeks.

Tues(12) - ABC(Ch 7) 7:30-8pm; DEBUT - on WJZ-TV only; The Buster Keaton Show -film.

8-8:30pm; NEW TIME - Buck Rogers; dramatizations with Robert Pastene starring & Lou Prentis, Harry Kingston and Sanford Bichart; PRODUCER - Carroll Bagly MCA; Director & Casting - Babette Henry ABC.

8:30-9pm; NEW TIME - Mysteries of Chinatown on video recording

9-9:30pm; NEW TIME - Your Witness video recording from KECA-TV

9:30-10pm; DEBUT - Sports Camera; series of films on WJZ only.

10pm-concl; DEBUT - new segment of Roller Derby from Dexter Park L.I. with description by Ken Nydell & Joe Hasel; Sponsor Amer. Tobacco for Lucky Strike through BBD&O.

Wed(13) - ABC(Ch 7) 9-10pm; DEBUT - Don McNeill TV Club from WENR-TV Chi to E&MW Nets; variety show with Sam Cowling, Aunt Fanny, Johnny Desmond, Patsy Lee, Eddie Ballantine Orch; Sponsor - Philco; Agency - Hutchins; Producer - Iver McLaren; Director - Grover T. Allen; Supervisor - Cliff Peterson.

Thurs(14)- ABC(Ch 7) 9-9:30pm; RETURN - Holiday Hotel from WJZ-TV to E&MW Nets; MC Don Ameche , singer Betty Brewer, June Graham dancers, Bernie Green Orch; Don Craig chorus & guests; Packager - Monte Proser Producer - Karl Schullinger, Y&R; Director - Preston Wood, Y&R; Announcer - Allyn Edwards; Sponsor - Packard; Agency - Y&R.

CBS(Ch2) 9-9:30pmEDT; RETURN - The Alan Young Show on kine at KTTV Hollywood to 19 Sta E&MW Nets; Sponsors - Esso & The Kroger Co. (food stores); Agencies - Marshalk & Pratt & Ralph H. Jones Co sponsors will split the network with Kroger picking up midwest PRODUCER-DIRECTOR - Dick Linkroum CBS; ANNCR - John Heistand; MUSIC - Lud Gluskin; SETS - Ken McClelland; WRITERS - David R. Schwartz, Leo Solomon, Alan Young; guest - Gloria DeHaven.

NBC(Ch 4) 8-9pm; HIGHLIGHT - Star Spangled Revue with Bob Hope; 3rd edition of the variety show sponsored by Frigidaire; Agency - Foote, Cone & Belding; with guests: Lucille Ball, Dinah Shore, Bob Crosby, Jack Cole Dancers, Al Goodman Orch; cancels out Believe It Or Not & Hawkins Falls; PROD - Leo Mongan Wm Morris

PIX(Ch11) 7:30-8pm; CHANGE - Leave It To Papa is new name for They Live In Brooklyn; picks up sponsor - Ronzoni Macaroni; Agency - Emil Mogul; with a new star - Billy Edmonds.

Fri(15) - ABC(Ch 7) 8:30-9pm; DEBUT - NY Football Giants Huddle with interviews by Joe Hasel; Sponsor - Sun Oil Company; Agcy - Hewitt, Ogilvy, et.

10-10:30pm; DEBUT - Penthouse Party with Betty Furness and guests; Sponsor - Best Foods; Agency - Earl Ludgin(Chicago); Packager - Lester Lewis.

CBS(Ch 2) 9-10pm; DEBUT - Magnavox Theater; WCBS-TV to E&MW Nets; alternating with the Ford Theater & using the same type dramatic properties and performers as well as the same Kenyon & Eckhardt agency; Exec Producer - Garth Montgomery; Dir - Carl Beier, both K&E; Sets-Ostrander CBS; Costumes Grace Houston.

Sept 18 CBS Look Your Best on WCBS-TV only; 3:30-4pm M,W,F; Richard Willis assisted by Astrid Lind in a women's beauty"how to"show; Sponsor - Int'l Latex.

NBC Panhandle Pete & Jennifer on NBC-TV Net; 5:15-5:30 M-F; children's program with Jennifer Holt & Johnny Coons who will be voice for animated picturizations of his stories; from WNBQ Chicago; Producer - Stefan Hatos; Director - Dan Petrie; Writer - Ray Chan; Artists - Bill Newton & Stan Louis; Music - Adele Scott.

Sept 19 CBS Amm-i-dent Mystery Playhouse from WCBS-TV to the E&MW Nets; 10-10:30pm Tuesdays following"Suspense"; Sponsor - Block Drug; Agency - Cecil & Presbrey; Supervisor - George Foley, C&P.

Sept 21 ABC Red Grange Predicts for Florsheim Shoe (details last issue).

Sept 22 CBS Star of The Family with Morton Downey for Kelvinator (see last issue).

Sept 24 CBS Fred Waring Show returns to the CBS-TV Net; Sponsor - General Electric Agency - Y&R; Director - Bob Banner.

NBC Call Me Madam Premiere highlights of the opening of the show backed by NBC money.

Sept 25 NBC Kate Smith Show debuts cross the board 4-5pm M-F; Producer - Barry Wood

CBS The Goldbergs returns to 18 Sta 3 kine; 9:30-10pm Mondays; sponsored by General Foods for Sanka through Y&R; Director - Walter Hart.

Sept 26 CBS Faye Emerson Show returns to CBS Net; 7:45-8pm T-Th-Sat; sponsored by Pepsi Cola through Biow Agency; in interview, etc. show.

Sept 27 CBS Untitled Sports Program debuts, following CBS prize fights to the Net; Sponsored by Bond Street Pipe Tobacco (Philip Morris); Cecil & Presbrey

Sept 28 ABC Blind Date with Arlene Francis; picks up Gruen as sponsor; Stockton Adv

Roller Derby renews Blatz at sponsor for 52 weeks; Kastor,Farrell,etc.

Sept 29 CBS Beat The Clock on the CBS Net; 10:30-11pm Fridays; picks up Sylvania Electric as sponsor through Cecil & Presbrey; Packager - Goodson-Todman

Sept 30 CBS College Football debuts to E&MW Nets; Sponsor-Esso; Ag-McCann-Ericson.
DuM College Football debuts to E&MW Nets; Sponsor-Chevrolet(Campbell-Ewald)

OCTOBER FUTURES WILL BE CARRIED NEXT WEEK

LAST WEEK'S ARRIVALS

CBS -- About The House on WCBS-TV only; 1:30-2:30pm weekdays; Lydia Rogers,Woody Klos

Sure As Fate; 8-9pm to the Net; returned as a sustaining dramatic show; Tues.

Truth or Consequences debuted on WCBS-TV only via kine from KTTV H'wood; with Ralph Edwards; for Philip Morris(Biow); 10-10:30pm Thurs

Red Barber Show debuted 10:30-10:45pm Tuesdays; 4-week World Series interviews

Ford Theater returned at 9-10pm alternate Fridays with K&E producing.

DuM -- Star Time debuted to 31 Sta; 10-11pm Tuesdays; with Frances Langford, Lew Parker, Benny Goodman & guests; for Food Stores Corp; Agcy - Bruck.

Hands of Mystery picked up Bond Clothes for 52 weeks(Grey) 9-9:30pm Fridays.

WOR -- Trapped debuted in 8:30-9pm Time; a dramatic show packaged by Harvey Marlowe.

NBC -- Hank McCune Show debuted 7-7:30pm Saturdays for Peter Paul(Maxon); filmed.

PROGRAM	NET	TIME	GUESTS
			SATURDAY SEPTEMBER 9
The Jack Carter Show	NBC	8-9pm	Don Ameche; Kitty Kallen; Peggy Ryan & Ray McDonald, song & dance; Asia Boys, jugglers
Your Show Of Shows	NBC	9-10:30pm	Robert Cummings, guest MC
			SUNDAY SEPTEMBER 10
Colgate Comedy Hour Eddie Cantor Show	NBC	8-9pm	Yma Sumac, soprano; Joseph Buloff, actor; Lou Hearn, actor; permanent company pg. 1
Leave It To The Girls	NBC	7-7:30pm	Dr. Houston Peterson, author
Philco Playhouse	NBC	9-10pm	High Tor original by Maxwell Anderson; with Alfred Ryder, Felicia Montealegre, Vinton Hayworth, Edgar Stehlie, Maurice Manson, Gloria Stroock.
Say It With Acting	NBC	6:30-7pm	The President Players vs. The Beggar's Opera
Think Fast	ABC	7-7:30pm	Gypsy Rose Lee, Leon Janney, David Broekman, George Hamilton Combs
This Is Show Business	CBS	7:30-8pm	Rise Stevens; Jan Murray, comedian; Sheila Bond, dancer; Billy Daniels, singer
Toast Of The Town Ed Sullivan, MC	CBS	8-9pm	Frankie Laine, singer; Victor Borge, pianist; Patti Page, singer; Smith & Dale comedians; Captain Shaw & Bobby; Margaret Brown, dancer; Romanos, acrobats; Chester Gould, cartoonist
			MONDAY SEPTEMBER 11
At Home Party	CBS	11-11:15pm	Carol Bruce guests on Earl Wrightson show.
Godfrey's Talent Scouts Arthur Godfrey, MC	CBS	8:30-9pm	Molly Lyons, singer; Jessica Haist, soprano; Norman Treigle, bass-baritone; Fran Lewis & Her Guys, vocal-intrumental quintet
Hollywood Screen Test	ABC	7:30-8pm	Hurd Hatfield, lead; Jean Pearson, Michael Kellin, tests; Leonard Goldstein, Producer-Universal-International Pictures, guest
Lights Out	NBC	9-9:30pm	Dark Corner, original by A. J. Russell; with Alan Marshal, John Newland, Cloris Leachman, Joe E. Marks, Alan Bunce
Lucky Strike Theatre	NBC	9:30-10:30	The Awful Truth by A. Richman; adapted by Don Ettlinger; with Lee Bowman, Jane Wyatt, Donald Curtis, Eda Heinemann, Hilda Haynes, Maurice Burke, Maxine Stuart

PROGRAM	NET	TIME	GUESTS
MONDAY SEPTEMBER 11			
Mohawk Showroom	NBC	7:30-7:45	Buddy Rich
Okay Mother	DuM	1-1:30pm	Mrs. Earl Wrightson, wife of the singer
Pantomime Quiz	CBS	8-8:30pm	Alan Young, Mercedes McCambridge, Melville Cooper, Geraldine Brooks
Studio One	CBS	10-11pm	Mist by Rita Weiman; adapted by Worthington Miner; with Tamara Geva, Stanley Ridges, Sally Chamberlain, Jerome Thor, Ernest Graves, Una O'Connor, Joseph Buloff
Vanity Fair	CBS	4:30-5pm	Betse Canne, designer; Paul Gavert & Carolyn Maye, dancers; Gloria Morsch, handicrafts instructor
Voice Of Firestone	NBC	8:30-9pm	Jerome Hines, bass-baritone
We Take Your Word	CBS	9:30-10pm	Gypsy Rose Lee, David Schoenbrun
Who Said That	NBC	10:30-11	H. Allen Smith, Dorothy Kilgallen, Norman Thomas
TUESDAY SEPTEMBER 12			
Armstrong Circle Theatre	NBC	9:30-10pm	The Oldest Song; original by Philip W. Foster; with Theo Geotz, Ross Martin, Olga Fabian, Natalie Norwick, Gregory Norton
Cavalcade Of Bands	DuM	9-10pm	Xavier Cugat and his orch; Abbe Lane, singer; Tato & Julio, dancers; Otto Bolivar singer; Wally Brown, comedian
Eloise Salutes The Stars	DuM	7:30-7:45	Juanita Hall, Florence Chadwick, swimmer
Joan Edwards Show	DuM	7:45-8pm	Felix Knight, tenor
OKay Mother	DuM	1-1:30pr	Denice Darcel's mother
Star Time	DuM	10-11pm	Dick Haymes; David Burns, comedian
Sure As Fate	CBS	8-9pm	Child's Play; adapted by Elizabeth & James Hart from the story "A Boy's Will" by Q. Patrick; with Robert Santin, Butch Cavell, Lucy Vines, Anna Karen, Jason Johnson, Miriam Goldina, Ann Marno, Rod Steiger, Alfred de la Fuentes, Josephine Brown, Tony Ward
*Firesdie Theater - pg 8			
Vanity Fair	CBS	4:30-5pm	Esther R. Bein, editor of American Girl; Louis Politi, head gardener of N.Y. Botanical Gardens

PROGRAM	NET	TIME	GUESTS
		TUESDAY SEPTEMBER 12	
Little Show	NBC	7:30-7:45	Rosemary Clooney
Prize Performance	CBS	10-10:30	Bobby McKnight, singer; Barbara Neiderman, pianist; Annette Vito, harpist
Suspense	CBS	9:30-10pm	Edge Of Panic by Henry Kane; adapted by Halsted Welles; with Pat McVey, Louisa Horton, Haila Stoddard, Mort Stevens, John Martin, Lew Herbert, Stan Slorance, John Boruff, Frank Rollinger
Treasury Men In Action	ABC	8-8:30pm	Luis Van Rootan, Joe de Santis, John Marley, John McQuade, Joe Costa, Bern Hoffman, Louis Charles, Don Mayo, Alan Shay
		WEDNESDAY SEPTEMBER 13	
Don McNeill TV Club	ABC	9-10pm	Gloria Swanson (see Pg 3)
Kraft Theater	NBC	9-10pm	The Great Big Doorstep by E.P. O'Donnell; adapted by Frances Goodrich & Albert Hackett; with Phillip Tonge, Florida Friebus, Robert Chisholm, Enid Pulver, Florence Luriea, Janet Lally, Joanne Lally, Nancy Pollack, Warren Burmeister, Myrtle Ferguson Richard Leone
Mohawk Showroom	NBC	7:30-7:45	Mello Larks, vocal group
Thru Wendy's Window	NBC	8:15-8:30	Jane Wyatt
What's My Name	CBS	9-9:30pm	Joey Adams
Vanity Fair	CBS	4:30-5pm	Albert Z. Carr, author; Yvonne Findling, Glamour contest winner; Betty Downey, fashion editor
The Web		9:30-10pm	Talk Of The Town; original by Kelley Roos; with Tom Reynolds, Don Hammer, George Reeve Phillipa Bevans, John Lormer, Dennis McCarthy, Barbara Cook, Dorothy Sands

(For additional Wednesday shows see last page)

		THURSDAY SEPTEMBER 14	
Alan Young Show	CBS	9-9:30pm	Gloria DeHaven
Little Show	NBC	7:30-7:45	Leni Lynn
Vanity Fair	CBS	4:30-5pm	Robert Coles, curator of Hayden Planetarium, Nicholas Kounousky, author

TALENT SHOWSHEET (Continued)

PROGRAM	NET	TIME	GUESTS
		FRIDAY SEPTEMBER 15	
Versatile Varieties Bob Russell, MC	NBC	9-9:30pm	Woody Herman; Anita & Rafael, dancers; Lady Frances, magician
Mohawk Showroom	NBC	7:30-7:45	Erroll Garner, pianist
Trapped	WOR	8:30-9pm	The Book Question; by Frank Wayne; cast not set at press time
Vanity Fair	CBS	4:30-5pm	Alice Pearce, comedienne; Eric Brotherson, actor; Helen McRae, finger painting
Penthouse Party Betty Furness, MC	ABC	10-10:30	Vicente Gomez, guitar; Senator Ed Ford, humorist; Anita Ellis, singer
Twenty Questions	WOR	8-8:30	Mrs. Arthur Murray
Magnavox Theatre	CBS	9-10pm	The Tale Of The Wolf by Ferenc Molnar; adapted by Barbara Tolnai; with Ilona Massey, John Wengraf, Steven Hill, Francis Letton, Jason Robards, Alvin Thaler, Cosmo Licciardello, William Tierney, Abe Karp, Huntington Watts, Nancy Douglas, Vilma Kurer
add TUESDAY			
Firesdie Theater	NBC	9-9:30pm	The Leather Heart by Virginia Cooke adapted by Frank Wisbar; with Irene Vernon & Wilton Graff in the leads (a repeat showing).
add WEDNESDAY			
Dinner At Sardi's	WOR	7:30-8pm	Vicki Cummings, actress; Weegee, film photographer; Vanessa Brown, actress
Plainclothsman	DuM	9:30-10pm	The Perfect Frameup; original by Don Sanford; with Patricia Shay, Nan McFarland, John Shay, Arny Freeman, Juanita Rios, William Mendrek

* GRUESCME GALLOP of "LIGHTS OUT" Weathers a GROTESQUE Phase

Exploitation of lighting and makeup techniques are no better illustrated on television than on the NBC Monday 9-9:30pm supernatural stanza, Lights Out! Such adjectives as "eerie, sinister, menacing, and gruesome" have been applied to the mood that The Admiral Corp. & Kudner Agency like to prevail on the top-rated TV show. Most striking effect used has been that at the beginning and close of the program when Frank Gallop's head appears to be suspended in the air while his detached hands light or snuff out a candle. The effect is achieved through Gallop, wearing ordinary dark pan makeup, sitting at a desk covered with black velvet & before a similar black backdrop. Strong overhead and side lights stress his face and hands.

Two weeks ago, however, a new attempt at setting the scene produced some startling effects. Use of makeup that accentuated Gallop's eyebrows, mouth and nose & shining a light upwards through the desk into his face produced a particularly grotesque effect that had the familiar announcer of The Prudential Hour and narrator for radio's Cresta Blanca show appear as though he were wearing a football noseguard. Gallop has returned to the original formula now & comes up for his 21st performance in the part this Monday. ***Other familiarities - Funereal Frank & Fearsome Frank.

CECIL & PRESBREY -- VERY MUCH IN THE TV SWIM

Agency's One-Year Rise To Television Prominence (7 Shows)

Representative of Most Ad Firms' Activity;

Keynoted by "Taking the Gamble out of the Medium"

As recently as a year ago, Cecil & Presbrey - always a top biller in AM broadcasting - had yet to wet its feet in television programming. Last Fall, the agency took its first dip in the TV swim by picking up for Speidel Watchbands the CBS Ed Wynn package. But the video water was still too cold, as evidenced by the sponsor's dropping both the show and the agency. The false start can be described as typical of many a year ago, when not a few advertisers tackled TV budgets way over their justifiable allottment.

The fact that today - in the space of one year's development - the same agency stands near the top of the television list, with over $4 million of its record $15-16 million billing(or 25%)accounted for by TV - rates as one of this new medium's most typical amazing stories. For the Cecil & Presbrey activity is representative of the general business of just about every ad firm and advertiser this Fall, and as such it bears examination by way of putting the current situation on record.

NEWELL-EMMETT SHAKEUP GAVE C&P ITS TV DEPARTMENT -- Springboard for the agency's TV plunge was the shakeup of the Newell-Emmett agency last January. In the general reorganization, which saw the name of that firm changed to Cunningham and Walsh, Tom Maloney moved his personal accounts as well as his staff and the N-E television head, George Foley, over to the Cecil & Presbrey offices at 247 Park Avenue. The accounts which traveled with them included the Electric Auto-Lite, Sylvania Electric, and Coast Guard billings, all of them now active in broadcasting.

The current executive staff is a compact one, considering that C&P will have at least seven television programs this Fall (as well as a similar number in AM radio). But this is explained in the setting forth of the agency's philosophy below. A staff lineup looks something like this:

Thomas J. Maloney - VP	Joseph Lamneck - Prod Chief	Harry Parnas - Media Dir
David G. Lyon - VP	John Donnelly - Asst	Mary Collins - Asst
George Foley - Director TV	Frank Arundel - Asst	Herb Gruber - Asst
Frank Gilday - Business Sup	John Seerey - Asst	Franklin Brill - Pub Rel
Bill Patterson - Asst Dir TV	Phil Thompson - TV Copy Ch	Tom Johnson - Asst
Daniel Shea - Merchandizing	John Pinto - Asst	Jim Lister - Asst
	Jane Taliaferro - Asst	Patricia Will- Foley Asst

TV SHOWS ON THE AIR

Suspense	CBS	9:30-10pm Tuesdays	For Electric Auto-Lite
Mr. I.Magination	CBS	6:30-7pm Sundays	For Lamont,Corliss(Nestle Candy)
Take A Chance	NBC	10:30-11pm Sundays	For Lamont,Corliss(Nescafé) Oct 1
Mystery Playhouse	CBS	10-10:30pm Tuesdays	For Amm-i-dent(Block Drug)Sept 19
Beat The Clock	CBS	10:30-11pm Fridays	For Sylvania Electric; Sept 29
Dramatic Program	CBS	9-10pm Wednesdays	For ByMart(Tintair); Mid-October
Sports Program	CBS	11-11:15pm Wednes.	For Bond Street Tob(PhilipMorris) after fights; starts Sept. 27

Admittedly, the scramble for remaining time availabilities had a lot to do with the influx of C&P and other agencies' clients. But the argument that television has become too good a sales medium to be ignored had its support at C&P too. Now, faced with the weekly task of getting at least 7 shows on and off the video air, the agency has devised a philosophy keynoted by three basic points:

1. Maintain a small staff, but keep the maximum control over programs as well as commercials. The C&P staff numbers around 20, but through "farming out" production facilities responsibility to networks and packagers, while retaining close supervision over every phase of production, the agency makes every one of its 20 staffers a key man.

2. Don't ask clients for a blank check for TV in order to experiment, but rather buy established programs or according to time-tested theories in order to protect the client's investment. This is being cautious, not reactionary, in order to minimize the client's risk.

3. Merchandise & Publicize around the programs. Television is "hot" now and it is valuable for winning dealers' loyalty. Cecil & Presbrey has the former merchandising director of Lever Brothers, Dan Shea, to head up its TV merchandising. Some of his Electric Auto-Lite promotions have paid off remarkably well, and currently, announcer Rex Marshall of Suspense is featured on point-of-sale displays all over the country. Sylvania, with sponsorship of Beat The Clock coming up, plans to make films around the programs for showing at dealer conventions and the like. At the same time, publicity director, Franklin Brill, and staff work on the press relations aspect of merchandising the program.

In general, the programs now on or coming up support these theories. Take A Chance, which has been set for Nescafé, is a new Ted Ashley package, but in its late Sunday time spot and with Don Ameche as MC, this audience participation program is a hoped-for "Take It Or Leave It" potential.....Beat The Clock for Sylvania gives the sponsor high identity at a low cost.....Mr. I.Magination has not only kid but family appeal as well, making it a good buy in the Sunday 6-6:30pm CBS slot....while the Amm-i-dent Mystery Playhouse which debuts on Tuesday September 19 at 10pm over CBS-TV, is apparently going to be part of an agency's first attempt at block programming in television, since C&P has slotted it immediately after its high-ranking Suspense stanza in order to cash in on a loyal audience. Suspense, incidentally, must be credited for its TV development to George Foley and his C&P staff as much as to the CBS programmers. With an established formula and reputation to build on, it nevertheless had to be adapted in close harmony between director Robert Stevens for CBS and Foley.

Of particular interest is the new dramatic show for ByMart, which is scheduled for a mid-October debut in the time slot occupied until then by Toni. The attempt, of course, is to pick up the Toni audience for C&P's new product "Tintair", getting a tremendous space and broadcasting play by its owners. Reputedly, they're spending some $3-4 million in three months to promote the hair rinse.

COMMERCIALS -- C&P has adopted the policy, wherever possible, of using an experienced program director for its commercials, with John Peyser of CBS handling the Suspense work while Bob Bleyer, also a CBS staffer, is slated for the Amm-i-dent commercials, which will largely be testimonials from the studio audience, according to the dentifrice's AM formula. In general, sugar coated commercials are the C&P rule, as particularly evidenced in the way Paul Tripp integrates them on Mr. I.Magination. Suspense animated jobs and demonstrations by Rex Marshall are almost classics by now.

INCIDENTAL: Agency has Spots in 10 markets for Nestle's Chocolate & Quik; has deale Spots running for Auto-Lite, has NYC spots for Topps gum; and others. Difficulty in clearing stations is a major problem in the block programming attempt, but its effectiveness will probably be watched by the whole trade. Not bad for C&P.

Ross Reports

ON TELEVISION PROGRAMMING

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ED & PUB: Wallace A. Ross
RESEARCH: Emily Jordan

VOL. 2 NO. 6
SUPPLEMENT C

SEPTEMBER 17-23, 1950

COLOR, HOOPER, THEATER TV, RED CHANNELS, CABLE ALLOCATIONS MADE NEWS LAST WEEK

SET MFGRS. SNARLED OVER COLOR -- Radio & Television Manufacturers Association met in New York last Thursday, with one of the biggest topics on the agenda being the crystallization of some industry answer to the FCC order that receiver manufacturers must indicate by Sept 29th whether or not they will install double scanning brackets for black & white and color into all new television sets they produce. Manufacturers would have to swing over into such production within 30 days after that date. If the manufacturers fail to indicate compliance with the FCC demands, the commission has advised that it will then definitely rule that the CBS color system is to be adopted.....Compliance with the demand, however, would postpone final decision until sometime in January, with competitive systems given another chance to demonstrate their revised methods before that time.....Manufacturers were mentioned as being concerned over the $20-$30 & even larger rise in price to consumers and as to whether they could switch over in time to meet the FCC stipulations.

NETWORKS BALK AT CABLE ALLOCATIONS -- Enlargement of the AT&T interconnection cables now going on may be gladdening the hearts of individual stations, but the networks are thoroughly embroiled in an attempt to distribute cable facilities "equitably" according to FCC instructions. NBC and CBS, it is reported, would like to have the cable time allocated according to the amount of commercial programs being sent out. ABC and DuMont claim that such a criterion is irrelevant and that time should be allotted equally.....Meanwhile, NBC-TV announced that it was adding 14 stations to its interconnected network and that it would have a total of 47 interconnected stations plus 16 by kinescope by the end of October..... New markets on the interconnected cable include: Greensboro,N.C., Charlotte, N.C., Jacksonville,Fla., Atlanta,Ga., Birmingham,Ala., Louisville,Ky., Indianapolis, Ind., Davenport,Ia, Ames,Ia, Nashville,Te., Bloomington,Ind., Kansas City,Mo., and Minneapolis-St.Paul, Minn.

HOOPER ANNOUNCES NEW 12-CITY POPULARITY RATING -- Limited until 1951 to combined ratings in no more than 2 states, C.E. Hooper last week announced a"new, fast, sensitive" rating service from 12 interconnected Ohio and N.Y. TV cities, designed to act as a talent and program testing area, with reports available four days after program time. Method used will continue to be 600 coincidental calls per half-hour program in the 12 cities, with the service offered on a weekly basis or monthly for special reports.....Meanwhile, the impartial committee headed by Dr. Ken Baker of the NAB, met in New York Friday(15) to begin considering the differences in the various rating services in an attempt to report back to the industry with its findings....Ross Reports will print an objective analysis of the rating situation either next week or the following week. (more news - P 4)

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(17) - NBC(Ch 4) 8-9pm; DEBUT - The Dean Martin - Jerry Lewis Show; from WNBT to E&MW Nets; Second in the Colgate Comedy series; variety revue with production numbers; NBC Exec Prod - Sam Fuller; Assoc Prod - Bob Masson; TV Director - Kingman Moore; Prod of The Martin & Lewis Show - Ernie Glucksman; Writers - Norman Lear, Everett Simmons & Herbert Crane.

Mon(18) - CBS(Ch 2) 3:30-4pm; DEBUT - Look Your Best; on WCBS-TV only; Richard Willis assisted by Astrid Lind in a women's beauty "how to" show; Sponsor - International Latex; Agency - Foote, Cone & Belding.

NBC(Ch 4) 8-8:30pm; DEBUT - The Speidel Show; from WNBT to E&MW Nets; Musical variety quiz based on radio's "What's My Name" featuring Paul Winchell & Jerry Mahoney; Sponsor - Speidel Corp; Agency - Sullivan, Stauffer, Colwell & Bayles; Packager - Louis G. Cowan; Prod-Dir - Sherman Marks, Cowan; Supervisor - John Moses, Cowan; Choreography - Charles Kate; Music - John Gart; Sets - Mabel Buell, NBC; Costumes - Brooks.

NBC(Ch 4) 5:15-5:30pm; DEBUT - Panhandle Pete & Jennifer; on NBC-TV Net Mon-Fri; children's program with Jennifer Holt & Johnny Coons supplying the voices for animated stories; fron WNBQ Chicago; Producer - Stefan Hatos; Director - Dan Petrie; Writer - Ray Chan; Artists - Bill Newton & Stan Louis; Music - Adele Scott.

Tue(19) - CBS(Ch 2) 10-10:30pm; DEBUT - Amm-i-dent Theater; from WCBS-TV to E&MW Nets; mystery and adventure stories; Sponsor - Block Drug Co for Amm-i-dent; Agency - Cecil & Presbrey; Supervisor - George Foley, C&P; Producer - Martin Ritt, CBS; Director - Yul Brynner, CBS; Music - Tony Mattola; Sets- Bob Markel, CBS.

NBC(Ch 4) 8-9pm; RETURN - Texaco Star Theater; from WNBT to E&MW Nets; Milton Berle with top variety acts;Sponsor - Texaco; Agency - Kudner; Supervisor - Myron Kirk, Kudner; Packager - William Morris; Producer - Ed Cashman, Kudner.

Wed(20) - NBC(Ch 4) 6:30-6:55pm; DEBUT - New York Closeup; on WNBT only Mon-Fri; interview show with Tex & Jinx McCrary; Producer - Kay Elliot; Director - Al Scott, NBC.

Thu(21) - ABC(Ch 7) 15 min following Roller Derby; DEBUT - Red Grange Predicts; from WENR-TV Chicago; former Illinois Grid Star discusses football; Sponsor - Florsheim Shoe (13 weeks); Agency - Gordon Best.

CBS(Ch 2) 10:30-11pm; DEBUT - Nash Airflyte Theater; from WCBS-TV to E&MW Nets; adaptations of short stories and one act plays with name stars and William Gaxton as host; Sponsor - Nash Div of Nash-Kelvinator; Agency - Geyer, Newell & Ganger; Supervisor - Tom Hicks, Geyer; Packager - MCA; Prod-Dir - Marc Daniels; Script Ed - Kenneth Buckridge; Costumes - Paul du Pont; Sets - Sam Leve; Prod Mgr - Sylvia Friedlander.

Fri(22) - CBS(Ch 2) 10:30-11pm; CHANGE - By Popular Demand; from WCBS-TV to E&MW Nets; changes time from 10-10:30pm.

DEBUTS, HIGHLIGHTS, CHANGES (Continued)

Fri(22) - CBS(Ch 2) 10-10:30pm; DEBUT - Star In The Family; from WCBS-TV to E&MW Nets; variety revue featuring "surprise" name entertainment guests introduced by a relative, with Morton Downey as MC; Sponsor - Kelvinator Div of Nash-Kelvinator; Agency - Geyer, Newell & Ganger; Producer - Cobey Ruskin MCA; Director - John Wray CBS.

DuM(Ch 5) 11-11:15pm; DEBUT - The John Feeney Show; Variety format; Sponsor - Schaefer Beer; Agency - BBD&O; Producer - Gladys Franklin BBD&O.

Sat(23) ABC(Ch 7) 7:30-8pm; DEBUT - Life With The Erwins; from KECA Los Angeles to E&MW Nets; family comedy with Stu Erwin and his wife, June Collyer; Sponsor - General Mills for Gold Medal Flour & Wheaties; Agency - Dancer-Fitzgerald-Sample; Filmed by Roland Reed Productions; Producer - Hal Roach, Jr.

NBC(Ch 4) 5:30-5:45pm; DEBUT - The Joe DiMaggio Show; from WNBT to E&MW Nets; Dimaggio answering questions and demonstrating for a group of children plus film bits of exciting games; Sponsor-Lionel Trains; Agency - Buchanan; Packager - Barry-Enright Productions; Producer - Ted Eshbaugh, B-E Director - Grey Lockwood NBC.

LAST WEEK'S ARRIVALS

ABC -- Holiday Hotel to the Net; 9-9:30pm Thurs; Don Ameche MC; Sponsor - Packard.
Don McNeill TV Club from WENR-TV to E&MW Nets; 9-10pm Weds; Sponsor - Philco.
Treasury Men In Action to the Net; 8-8:30pm Mondays; Sponsor - Chrysler.
Penthouse Party to the Net; 10-10:30pm Fridays; Sponsor - Best Foods.

CBS -- At Home Show on WCBS-TV only; 11-11:15pm Mondays; Sponsor - Masland Rugs.
The Alan Young Show on kine to 19 sta E&MW Nets; 9-9:30pm Thursdays; Sponsors-Esso & The Kroger Co. (food stores).
Magnavox Theater to the Net; 9-10pm alt Fridays (with Ford Theater).

NBC -- Philco Playhouse to E&MW Net; 9-10pm Sundays.
Lucky Strike Theater to E&MW Net; 9:30-10:30pm alt Mondays.

FUTURES

Sept 25 The Goldbergs return from WCBS-TV to E&MW Nets; domestic drama with Gertrude Berg; Sponsor - General Foods for Sanka Coffee; Young & Rubicam; Producer - Worthington Miner CBS; Director - Walter Hart CBS. 9:30-10pm Mondays.

Sept 27 Joe Louis-Ezzard Charles Championship Fight from WCBS-TV to E&MW Nets; Sponsor - Pabst Beer; Agency - Warwick & Legler. Starts at 10pm.

Oct 1 Americana from WNBT to E&MW Nets; 5-5:30 Sundays; Dramatizations; Sponsor - Quaker Oats; Agency - Sherman & Marquette; Packager - Martin Stone.

Celebrity Time from WCBS-TV to E&MW Nets; 10-10:30 Sundays; panel quiz & variety show; Sponsor - B.F. Goodrich; Agency - BBD&O; Packager - World Video; Producer - Dick Lewine, WV.

FUTURES (more)

Oct 1 Showtime USA (ANTA) from WJZ-TV to E&MW Nets; 7:30-8 Sundays; variety show with top names and highlighting scenes from Broadway hits; Sponsor - Dodge; Agency - Ruthrauf & Ryan; Producer - Vinton Freedley ANTA.

Oct 2 Sugar Bowl from WJZ-TV to E&MW Nets; 9-9:30 Mondays; Chico Marx in a talent revue; Sponsors - Pharma-Craft Corp & American Safety Razor; Agency - Ruthrauf & Ryan; Producer - Martin Gosch, R&R.

Lux Video Theater from WCBS-TV to E&MW Nets; 8-8:30 Mondays; Sponsor - Lever Bros; Agency - J. Walter Thompson; Producer - Calvin Kuhl, JWT; Directors - Fielder Cooke & Larry Goldwasser, JWT.

Musical Comedy Time from WNBT to E&MW Nets; 9:30-10:30 alternate Mondays; adaptations of Broadway musical hits; Sponsor - Procter & Gamble; Agencies - Camay through Pedlar & Ryan; Tide through Benton & Bowles; Packager - Bernard Schubert; Producer - Doug Coulter NBC.

Oct 3 Billy Rose's Playbill from WJZ-TV to E&MW Nets; 9-9:30 Tuesdays; dramatizations of the Rose columns; Sponsor - Hudson Motors; Agency - Brooke, Smith, French & Dorrance; Producer - Arnold Michaelis MCA.

Beulah from WJZ-TV to E&MW Nets; 6:30-7 Tuesdays; film series starring Ethel Waters; Sponsor - Procter & Gamble; Agency - Dancer-Fitzgerald-Sample; Producer - Pictorial Productions.

Can You Top This from WJZ-TV to E&MW Nets; 9:30-10pm Tuesdays; TV version of AM show; Sponsor - Maiden Wine; Agency - Weiss & Geller.

Oct 4 Wednesday Variety Show from WNBT to E&MW Nets; 8-9pm Wednesdays; Jimmy Durante, Ed Wynn & Danny Thomas as rotating MC's; no sponsorship details yet

Oct 5 Kay Kyser Show from WNBT to E&MW Nets; 9-10pm Thursdays; The College of Musical Knowledge; Sponsor - Ford Dealers; Agency - J. Walter Thompson; Producer-Director - Seymour Kulik, JWT.

I Cover Times Square from WJZ-TV to E&MW Nets; 10-10:30 Thursdays; adventure & mystery dramas; Sponsor - Air-Wick; Agency - Weintraub; Packager - Harold Huber.

Big Town from WCBS-TV to E&MW Nets; 9:30-10pm Thursdays; TV version of AM show; Sponsor - Lever Bros; Agency - Ruthrauff & Ryan; Producer - Charles Robinson, CBS; Director - Dave Rich CBS.

Groucho Marx Show from WNBT to E&MW Nets; 8-8:30 Thursdays; Sponsor - DeSoto Agency - BBD&O.

Oct 6 Man Against Crime from WCBS-TV to E&MW Nets; 8:30-9pm Fridays; featuring Ralph Bellamy; Sponsor - Camels; Agency - William Esty; Director - Paul Nickell.
Pulitzer Prize Playhouse from WJZ-TV to E&MW Nets; 9-10pm Fridays; dramatizations of prize winning novels; Sponsor - Schlitz Beer; Agency - Young & Rubicam; Producer - Edgar Peterson Y&R; Director - Alex Segal ABC.

Art Linkletter Show from WENR-TV Chicago to E&MW Nets; 7:30-8pm Fridays; Audience participation show with MC Art Linkletter; Sponsor - Minnesota Canning Co; Agency - Leo Burnett.

FUTURES (Continued)

Oct 7 — The Ken Murray Show from WCBS-TV to E&MW Nets; 8-9pm Saturdays; variety revue; Sponsor - Budweiser; Agency - D'Arcy; Producer - Ken Murray, CBS.

Saturday Night At The Garden from WABD to E&MW Nets; telecasts of 26 Saturday night events from Madison Square Garden.

Oct 8 — Old Fashioned Meeting from KECA-TV Los Angeles to E&MW Nets; time not set; TV version of AM "Old Fashioned Revival Hour" with Dr. Charles E. Fuller; Sponsor - Gospel Broadcasting Assn; Agency - R.H. Alber Co (Los Angeles).

Oct 10 — Vaughn Monroe Show from WCBS-TV to E&MW Nets; 9-9:30 Tuesdays; features Monroe & guests; Sponsor - Camels; Agency - William Esty.

Oct 29 — Frigidaire Show from WNBT to E&MW Nets; 8-9 Sundays; Frigidaire picks up the fourth week of the Sunday evening comedy series; first show to star Bob Hope.

Jack Benny Show from WCBS-TV to E&MW Nets; time & format not set; Sponsor - American Tobacco Co.

October — Burns & Allen from WCBS-TV to E&MW Nets; alternate weeks; time and day not set; Sponsor - Carnation Milk; Agency - Erwin, Wasey. First 3 shows from NY.

Bert Parks Show 3 times weekly ½ hour daytime variety show; no details available on days, time or network; Sponsor - General Foods; Agency - Young & Rubicam; Packager - Louis G. Cowan.

Untitled Dramatic Show from WCBS-TV to E&MW Nets; 9-9:30 Wednesdays; Sponsor Bymart for Tintair; Agency - Cecil & Presbrey.

ADD
Oct 15 — Arthur Murray's Party Time from WABD to E&MW Nets; 9-10 Sundays; variety show MC'ed by Mrs. Murray.

NEWS Continued from Page 1

THEATER TV TO EXPAND -- As reported in Radio Daily this past week, more than 10 theaters will have television facilities this Fall, with United Paramount Theaters planning to cover Big Ten football games in 2 Chicago, 1 Minneapolis and 1 Detroit film house. The experiment is being touted as designed to determine the effect on the sports gate as well as TV's drawing power to theaters. At the same time, RKO is reported to be readying its Fordham theater in the Bronx for October completion....and Fabian and Century theaters in the metropolitan New York area are also equipped with the large screens.

DAYTIME TV TO GET BIG PUSH -- The influx of both big-name stars and programming into daytime television is reported by all the trade press, with General Foods spotlighting the way in a $1 million time and talent spread that includes Bert Parks in a three-time-a-week stanza. WOR-TV announced that it was going into afternoon programming also, raising its schedule to 14 hours daily....and WJZ-TV raised its hourly rate to $2200 and its 1 minute rate to $500. Incidentally, the 10:3 time period in the evening is still regarded as Class C, although Fall schedules call for major programming on all networks at that period.

RED CHANNELS FRONT SUBSIDES -- Various forms of industry-wide reactions were being organized last week, but no new sensational developments were reported. The front still smoulders, with Billboard in the middle of a campaign to oust all Reds from the field & various talent groups huddling.

PROGRAM	NET	TIME	GUESTS
		SATURDAY SEPTEMBER 16	
Jack Carter	NBC	8-9pm	Vera Vague; Gladys Swarthout; Berry Brothers, dancers
Your Show Of Shows	NBC	9-10:30pm	Arlene Francis, guest MC
		SUNDAY SEPTEMBER 17	
Colgate Comedy Time Martin & Lewis, MC's	NBC	8-9pm	Marilyn Maxwell, singer; Valerie Bettis, dancer
Leave It To The Girls	NBC	7-7:30pm	Joe Laurie, Jr, comedian; Vanessa Brown;
Philco Playhouse	NBC	9-10pm	The Long Run by Jerome Weidman; adapted by William K. Clarke; with Francis Lederer, Vicki Cummings, Francis Compton, Augusta Dabney, Maurice Burke
Say It With Acting	NBC	6:30-7pm	Paper Mill Playhouse vs. The President Players
This Is Show Business	CBS	7:30-8pm	Laraine Day; Jack Leonard, comedian; Bidu Sayao, opera star; Johnny Johnston
Toast Of The Town	CBS	8-9pm	Hedy Lamarr; Pat O'Brien; Mimi Benzell; Gorden Jenkins; Martha Stewart, singer; Blackburn Twins, dancers; Jean Carroll, comedienne; Hal Menken, dancer
		MONDAY SEPTEMBER 18	
At Home Show	CBS	11-11:15pm	Kitty Carlisle, singer-actress
Hollywood Screen Test	ABC	7:30-8pm	Reginald Denny, lead; Faith Brook, Robert Baines, tests; Jody Miller, singe
Lights Out	NBC	9-9:30pm	The Leopard Lady by Dorothy L. Sayer; adapted by James Lee: with Boris Karloff Laurie Douglas, Ronald Long, Jo H. Wright A.J. Herbert, Al Thaler, Martin Brandt
Studio One	CBS	10-11pm	Trilby by George DuMaurier; adapted by Joseph Liss; with Arnold Moss, Priscilla Gillette, Richard Purdy, Florence Stanley Henry Lascoe, Jacqueline Willard, Ed Andrews, Will J. White, Dick Williams, Carl Anthony, Charles Caron
Talent Scouts Arthur Godfrey, MC	CBS	8:30-9pm	Helen Spina, singer; Joy Carson, singer Roscoe Dabney, Jr, singer; The Cordials vocal quartet

PROGRAM	NET	TIME	GUESTS
		MONDAY SEPTEMBER 18 (Continued)	
Vanity Fair	CBS	4:30-5pm	Gene Cavellero, owner of the Colony
We Take Your Word	CBS	9:30-10pm	Cornelia Otis Skinner; Al Capp.
Who Said That	NBC	10:30-11pm	Vanessa Brown, actress; Robert Ruark, columnist
Voice Of Firestone	NBC	8:30-9pm	Nadine Conner, opera star
		TUESDAY SEPTEMBER 19	
Armstrong Circle Theater	NBC	9:30-10pm	The Other Woman orig by Dennis Conover; with LouiseAlbritton, Glenn Langan, Amanda Randolph, Beverly Whitney
Amm-i-dent Playhouse	CBS	10-10:30pm	See Debuts
Cavalcade Of Bands	DuM	9-10pm	Shep Fields; Wally Cox, comedian
Little Show	NBC	7:30-7:45pm	Narita Moss, singer
Sure As Fate	CBS	8-9pm	Run From The Sun adapted by Worthington Miner & Mel Goldberg from the novel "Walk The Dark Streets" by William Krasner; with Robert Cummings, Jean Gillespie, Betty Bartley, Leslie Nielsen, Cliff Hall, Leslie Barrett, Marion Scanlon, Stewart Bradley, Gene DeSantis, Larry Ward, Joe Boland, Larry Weber, Dorothy Blackburn, James Coots, D. Keyes
Texaco Star Theater Milton Berle, MC	NBC	8-9pm	Charles Coburn; Robert Alda, actor
Vanity Fair	CBS	4:30-5pm	Felix Knight, Met tenor
		WEDNESDAY SEPTEMBER 20	
Cameo Theater	NBC	8:30-9pm	Paper Sack orig by Norman Zero; with Denny Harrison, Gavin Gordon, James Little
Dinner At Sardi's	WOR	7:30-8	Erskine Caldwell, novelist; Ruth St. Denis, dancer; Charleston Hester, actor
Kraft Theater	NBC	9-10pm	Last Stop orig by Irving Davis; with Mildred Dunnock, Isobel Price, Enid Markey, Eda Heineman, Nell Harrison, Josephine Brown, Georgia Harvey
The Web	CBS	9:30-10pm	Murderer's Challange orig by Hugh Pentecost; with Ralph Bell, E.G. Marshall, Peggy French, Charles Benjamin

TALENT SHOWSHEET (more)

PROGRAM	NET	TIME	GUEST
		THURSDAY SEPTEMBER 21	
Believe It Or Not	NBC	8-8:30pm	The Dead Will Speak orig by Sam Carter; with Adia Kuznetzoff, Miriam Goldina, Lewis Edmonds, Boris Marshalov, Bruno Wicks, Al Thaler, Lotte Stavisky, Tony Dowling, Julius Bing
The Little Show	NBC	7:30-7:45pm	Sandra Deel, singer-actress
Nash Airflyte Theater	CBS	10:30-11pm	The Double-Dyed Deceiver by O. Henry adapted by Ellis Marcus; with John Payne, Ian Keith, Ralph Riggs, Helen Ray, Frank Sutton, Wallace House, William Brower, Robert Cromwell, Tom Heaphy, Natalie Priest, Roland Wood, Carroll Ashburn
Alan Young Show	CBS	9-9:30pm	Jane Froman, actress
		FRIDAY SEPTEMBER 22	
Cavalcade Of Stars	DuM	10-11	John Charles Thomas; Connie Haines; George Tapps, dancer; Jay Lawrence, satirist; June Taylor Girls, dancers
The Clock	NBC	9:30-10	The Morning After orig by Eugene Paul; Raymond Massey, Mady Christians
Ford Theater	CBS	9-10pm	The Married Look adapted by Lois Jacoby from the Robert Nathan novel; with Paul Kelly, Betsy Blair, Lois Wilson
Penthouse Party	ABC	10-10:30pm	Cliff Edwards (Ukelele Ike); Maggie McNellis; Eloise McElhone
Star In The Family	CBS	10-10:30pm	Morey Amsterdam; Ramona Lang, dancer; The Ink Spots
Versatile Varieties	NBC	9-9:30pm	Virginia Gilmore, actress
Vanity Fair	CBS	4:30-5pm	Margaret Phillips, actress

*** This list is compiled from a weekly check of producers. Listings are held open until Friday Noon, so that if you should find data on any show which uses guests missing, the producers of that show were unable to furnish the information.

*** The list is intended more for research purposes as a guide to the talent that is being used, rather than to forewarn you. That is why we print listings on Saturday, Sunday & Monday programs.

Ross Reports

ON TELEVISION PROGRAMMING

ED & PUB: Wallace A. Ross
RESEARCH: Emily Jordan

VOL. 2 NO. 6
SUPPLEMENT D

SEPTEMBER 24-30, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(24) - ABC(Ch 7) 11-12 midnight; DEBUT - Bee Kalmus' Orchid Room; om WJZ-TV only variety show with top guests; Packager - Tele-Scope; Supervisor Ed Bobley; Producer - Jack Beekman, ABC; Director - Fred Carr, ABC; This week's guests include George DeWitt, comedian; Sandra Berle, mother of Milton Berle; Cass Franklin & Monica Moore, singing duet.

CBS(Ch 2) 6:30-7pm; CHANGE - Mr. I. Magination; from WCBS-TV to E&MW Nets. dramatizations of children's classics; picks up Sponsor - Corliss Lamont Co. for Nestle's Chocolate Products; Agency - Cecil & Presbrey.

9-10pm; RETURN - Fred Waring Show; from WCBS-TV to E&MW Nets; variety revue featuring Waring & the Pennsylvanians; Sponsor - General Electric; Agency - Young & Rubicam; Producer - Ed Duerr, Y&R; Director - Bob Banner, Waring.

10:15-11pm; HIGHLIGHT - Atomic Protection Program; from WTOP-TV Washington to E&MW Nets; narrator - CBS Washington correspondent Walter Cronkite; measures to be taken by communities, authorities & individuals in event of attack; Producer - Irving Gitlin, CBS; Supervisor - Werner Michel, CBS.

NBC(Ch 4) 8-9pm; DEBUT - The Fred Allen Show; from WNBT to E&MW Nets; Third in Colgate Comedy series; talent group packaged by William Morris includes: dancers - Helen Wood, Christine Karner, Sonya Basante, Frances Rainer, Mary Bingham, Tommy Marlowe; singers - Pat Hatheway, Julia Williams, Marilyn Delaney, Angela Castle, Jimmy Allison, John DuBois, Tod Manner, Bill Roberts; Music - Al Goodman; Special music & lyrics - Dick Barstow & Danny White Choreography - Dick Barstow; Sets - Furth Ullman; Costumes - Frank Thompson; Make-up - Dick Smith, NBC; NBC Exec Producer - Sam Fuller; Assoc Prod - Robert Masson, NBC; Producer of Allen Show - Charles Friedman, NBC; Ass't to Friedman - George Habib; TV Director - Kingman Moore. (For guests - see Talent Showsheet.

THIS ISSUE

* DIRECTORY ISSUE will be published next week. Order extra copies in Advance.

Mon(25) - CBS(Ch 2) 7-7:30pm; CHANGE - The Stork Club; from WCBS-TV to E&MW Nets; Changes time from 7:45-8 Mon, Wed & Fri; now daily; musical variety & interview show; Peter Lind Hayes & Mary Healy MC Tues & Thurs, Johnny Johnston & Virginia Reynolds on Mon, Wed & Fri; Sherman Billingsley remains as host; Producer - Abe Burrows, CBS Assoc Prod - Myron Dutton, CBS; Director - John Peyser.

8:30-9pm; RETURN - Arthur Godfrey's Talent Scouts; from WCBS-TV to E&MW Nets; variety format; Sponsor - Lipton's Tea; Agency - Young & Rubicam; Supervisor - Dave Levey;Y&R; Prod-Dir - Jack Carney, CBS.

9:30-10pm; RETURN - The Goldbergs; from WCBS-TV to E&MW Nets; family drama; Sponsor - Sanka Coffee; Agency - Young & Rubicam; Producer - Worthington Miner, CBS; Director - Walter Hart, CBS.

NBC(Ch 4) 4-5pm weekdays; DEBUT - Kate Smith Hour; from WNBT to E&MW Nets; variety, information, etc. show with Kate Smith & Ted Collins as host; Writers - Dorothy Daye, Ed Brainard & Al Gary; Music Dir - Jack Miller; Choreographer - John Butler; Sets - Mabel Buell, NBC; Costumes - John Boxer, NBC; NBC Exec Prod - Barry Wood; Producer - Ted Collins; Directors - Greg Garrison & Alan Neuman, NBC.

Tue(26) - ABC(Ch 7) 8-8:30pm; DEBUT - All-American Game Of The Week; from WENR-TV Chicago to E&MW Nets; film of the Game of the Week narrated by Bud Fisher; Sponsor - Pontiac Motors; Agency - McManus, John & Adams (Detroit); Filmed by Sports Vision, Inc.

CBS(Ch 2) 7:45-8pm; DEBUT - The Faye Emerson Show; from WCBS-TV to E&MW Nets; interview format; Sponsor - Pepsi-Cola; Agency - Biow; Producer - Gil Fates; Director - Alex Leftwich.(Tue, Thurs, Sat)

10-10:30pm; CHANGE - Danger; from WCBS-TV to E&MW Nets; formerly listed as Amm-i-dent Playhouse.

Thu(28) ABC(Ch 7) 9:30-10pm; CHANGE - Blind Date from WJZ-TV to E&MW Nets; picks up Sponsor - Gruen Watch Co; Agency - Stockton, West, Burkhart.

Fri(29) ABC(Ch 7) 8-8:30pm; DEBUT - Soap Box Theater; on WJZ-TV only; film by Video Recording.

11-11:15pm; DEBUT - The Robbins Nest; on WJZ-TV only; format will feature Fred Robbins as a TV Talent Scout, with Fran Gregory & Nate Cantor auditioning acts; Sponsor - Exquisite Form Brassiere Co; Agency - Brandford Advertising; Writer - Hal Fimberg; Producer - Theodore Sills, ABC; Director - Babette Henry ABC.

CBS(Ch 2) 10:30-11pm; CHANGE - Beat The Clock; from WCBS-TV to E&MW Nets; picks up Sponsor - Sylvania Electric Products; Agency - Cecil & Presbrey.

WOR(Ch 9)
ABC(Ch 7) 8-8:30pm; RETURN - Twenty Questions; on WOR and the ABC Net (except WJZ-TV); Bill Slater and guest panelists who must identify person, place or thing in 20 questions; Sponsor - Ronson Art Metal Works (Local & Net); Agency - Grey; Producer - Jack Wyatt, Grey; Director - Roger Bower, WOR.

Sat(30) CBS(Ch 2) 1:30 on; DEBUT - Football; on the CBS Net; Eight Army, Navy & Columbia games with commentaries by Red Barber; Sponsor - Esso; Agency - McCann-Erickson.

DuM(Ch 5) 2:30-3pm; DEBUT - Life at Notre Dame; on the DuMont Net; Pre-game show on life at the various colleges; Writer - Jud Kimberg Campbell-Ewald; Director - Les Arries, DuM. On film.

3pm on; DEBUT - Football; on the DuM Net; 5 Notre Dame, 2 Yale, & 1 other game; commentaries by Mel Allen & Jim Britt; Sponsor-Chevrolet; Agency - Campbell-Ewald.

NBC(Ch 4) 1:15-1:45pm; DEBUT - Touchdown; on WNBT only; sports quiz with audience contestants vs. guest expert; Hal Tunis, MC; Sponsor - Cortley Frozen Foods; Agency - Fairfax; Packager - Albert Black; Director - Bill Harbach, NBC.

1:45 on; DEBUT - Ivy League Football; on the NBC Net; 9 games; Bill Slater comments; Sponsor (1st half)- Atlantic Refinery; Agency - N.W. Ayer; Director - William Garden, NBC; Series ends with Army-Navy Game sponsored by Gillette.

LAST WEEK'S ARRIVAL -- NOT YET RECORDED IN ROSS REPORTS

Sept 23 Saturday Night News; on WNBT only; 10:30-10:45 pm; Ben Grauer commenting; Sponsor - Savarin Coffee; Agency - Lawrence C. Gumbinner.

FUTURES

Oct 1 The Gabby Hayes Show; from WNBT to E&MW Nets; 5-5:30pm Sundays; dramatized Western tales; Sponsor - Quaker Oats; Agency - Sherman & Marquette; Packager Martin Stone; Scripts - Jerome Coopersmith & Ray Wilson; Prod-Dir - Vincent Donehue, NBC.

Take A Chance; from WNBT to E&MW Nets; 10:30-11pm Sundays; Audience Participation show with Don Ameche, MC; Sponsor - Nestle Corp for Nestea & Nescafe; Agency - Cecil & Presbrey; Packager - Ted Ashley; Producer - Richard Lewis, Ashley; Director - Grey Lockwood, NBC.

Oct 2 Horace Heidt Show; from WCBS-TV to E&MW Nets; 9-9:30pm Mondays; talent show; Sponsor - Philip Morris; Agency - Biow; Producer - Glen Miller; Director - Basil Wrangle.

Perry Como Show; from WCBS-TV to E&MW Nets; 7:45-8pm Mon, Wed, Fri; musical variety; Sponsor - Chesterfield; Agency - Cunningham&Walsh; Prod-Dir - Lee Cooley, C&W.

Oct 6 Untitled Musical Show; WABD only 11:15-11:30 Fridays; featuring Hi, Lo, Jack & the Dame; Sponsor - Chock Full O' Nuts; Agency - Fairfax.

Oct 10 Prudential Playhouse; from WCBS-TV to E&MW Nets; 8-9 Tuesdays; Agency - Calkins, Holden, etc; Producer - Donald Davis, CBS.

Oct 12 Burns & Allen Show; from WCBS-TV to E&MW Nets; 8-8:30pm alt Thursdays; Sponsor - Carnation Milk; Agency - Erwin, Wasey; Scripts - Paul Henning, Sid Dorfman, Harvey Helm & William Burns; Prod-Dir - Ralph Levy, CBS. (First 3 shows from New York, rest from Hollywood.)

PROGRAM	NET	TIME	GUESTS
		SATURDAY SEPTEMBER 23	
Jack Carter	NBC	8-9pm	Patricia Morison, singer-actress; Cesar Romero, actor
Your Show Of Shows	NBC	9-10:30pm	Lee Bowman, guest MC
		SUNDAY SEPTEMBER 24	
Colgate Comedy Time Fred Allen, MC	NBC	8-9pm	Monte Woolley; Rise Stevens; Sono Osato, ballerina
Philco Playhouse	NBC	9-10pm	Dear Guest And Ghost by Sylvia Dee; adapted by Alexander Kirkland; with Josephine Hull, Barry Nelson, Ben Lockland, Barbara Joyce, Billy James, Ken Rockefeller, John Seymour, Mabel Taylor
Say It With Acting	NBC	6:30-7pm	Arthur Murray Dancers vs. President Player
Starlit Time	DuM	7-8pm	Ruth St. Denis, dancer
This Is Show Biz	CBS	7:30-8pm	Ruth Chatterton, actress; Sam Levenson, Comedian; Vivian Blaine, singer-actress; Bill Callahan, dancer
Toast Of The Town	CBS	8-9pm	Gloria Swanson; Jimmy Nelson, mimic; Carol Lynn, ice skater; Harold King, dancer; Harvey Stone, comedian; Anna Marie Alberghetti, singer
		MONDAY SEPTEMBER 25	
At Home Show	CBS	11-11:15pm	Eric Victor, dancer
Hollywood Screen Test	ABC	7:30-8pm	Selena Royle, lead; Alan Shayne, Betty Skelton, Anna Karen, tests
Lights Out	NBC	9-9:30pm	Sisters of Shadow orig by Richard McCracke & George Batson; with William Eythe, Elinor Randel, Priscilla Towers, Jason Johnson, Francois Grimard, Stan Ross
Lucky Strike Theater	NBC	9:30-10:30	The Big Sleep by Raymond Chandler; adapted by Richard Morrison; with Zachary Scott, Patricia Gaye, Jan Miner, Lewis Charles, Sonia Darrin, Louis Sorin, Frank DeKova, Maurice Shrog, Romola Robb, Gordon Clark, Herbert Rudley, Harry Kingston
Mohawk Showroom	NBC	7:30-7:45pm	Bobby Sherwood, band leader
OKay Mother	DuM	1-1:30pm	Mrs John Carradine

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MONDAY SEPTEMBER 25 (Continued)

Studio One	CBS	10-11pm	Away From It All by Val Gielgud; adapted by Worthington Miner; with Alan Marshall, Kevin McCarthy, Catherine McLeod, Faith Brook, Kai Dee, Haila Stoddard, Ralph Rigg Jim Nolan, Rick Hollister
Talent Scouts Arthur Godfrey MC	CBS	8:30-9pm	Jack Dabdoub, singer; Marlys Ann Watters, singer; Thelma Lee, comedienne; Blentones, instrumental quartet
Kate Smith	NBC	4-5pm	Lynn Duddy vocal group; John Butler Dancers; Eddie Senz, make-up artist
Who Said That	NBC	10:30-11pm	James Thurber; Gypsy Rose Lee
Voice Of Firestone	NBC	8:30-9pm	Thomas L. Thomas, baritone

TUESDAY SEPTEMBER 26

Armstrong Circle Theater	NBC	9:30-10pm	The Elopement orig by Harold Taub; with Betty Caulfield, Robert Allen, Biff McGuire, Patricia Remick, John Haffen
Danger (Amm-i-dent Playhouse)	CBS	10-10:30	August Heat by W.F. Harvey; adapted by Howard Rodman; with Alfred Ryder, Carmen Mathews, Eugene Rymer
Eloise Salutes Stars	DuM	7:30-7:45pm	Jean Simmons, actress; Harry Hershfield
Little Show	NBC	7:30-7:45pm	Rosemary Clooney, singer
Kate Smith	NBC	4-5pm	Don Ameche, actor; Ham Fisher, cartoonist, Pauline Trigere, designer
Sure As Fate	CBS	8-9pm	Mary Had A Little Lad by A. Mason; adapted by Ann Honeycutt & David Davidson; with Douglas Watson, Leopoldine Constantin Felicia Montealegre, Frank Tweedle, Rex Williams, Theodore Tiller, John Glendennin Rudolph Watson
Suspense	CBS	9:30-10pm	The Six To One Shot orig by Alvin Sapinsle with Toren Thatcher, E. Atwater, Philip Tong, John Newland, Wesley Addy
Vanity Fair	CBS	4:30-5pm	Lorenzo Fuller, actor-singer; Elinor Hillyer, interior decorator

WEDNESDAY SEPTEMBER 27

Cameo Theater	NBC	8:30-9pm	Murder Is A Matter Of Opinion orig by Jules Archer; with Fred Bartholemew, Henry Barnard, William Windom, Frank Rowan Jane Southerland, Harry Kingston, J.W. Austin, Don Briggs, William Kent, Pat Breslin, Harold Grau, Richmond Barrows

WEDNESDAY SEPTEMBER 27 (Continued)

Kraft Theater	NBC	9-10pm	The Green Pack by Edgar Wallace; adapted by Howard Lindsay; with James Daly, Mercer McLeod, Diana Douglas, Paul Giles, Philip Houston, Dayton Lummis, Eleanor Wilson, William Kee, Dorothy Graham
Kate Smith	NBC	4-5pm	Mary Raye & Naldi, dancers
New York Closeup	NBC	6:30-6:55	Ruth St. Denis, dancer
The Web	CBS	9:30-10pm	The Witness by Marie Baumer & James Cavanaugh; adapted by Marie Baumer; with Richard Kollmer, John Shellie, Lee Grant, Theodore Newton

THURSDAY SEPTEMBER 28

Little Show	NBC	7:30-7:45pm	Lynn Howard, singer
Morey Amsterdam	DuM	9-9:30pm	Jody Miller, singer
Nash Airflyte	CBS	10:30-11pm	Borrowed Memory by Henry Bordeaux; adapted by Norman Lessing; Ruth Hussey, Toren Thatcher, Chester Stratton, Katheryn Grill, Janie Alexander
Kate Smith	NBC	4-5pm	Guy Kibbee; Carol Stupell, interior decor
Alan Young	CBS	9-9:30	Eileen Barton, singer

FRIDAY SEPTEMBER 29

Cavalcade Of Stars	DuM	10-11pm	Jan Peerce, opera star
Magnavox Theater	CBS	9-10pm	In The Fog by Frances H. Davis; adapted by Elihu Winer; with Francis L. Sullivan, Rita Lynn, Evan Thomas, Peter Hobbs, Jack Manning, Ivan Simpson, Graham Velsey, Arthur Cooper, Mark Manson, Liam Dunn
Mohawk Showroom	NBC	7:30-7:45	Alan Dale, singer
Kate Smith	NBC	4-5pm	Horace McMahon, actor; Riviera Chorus Line
Star In The Family	CBS	10-10:30	Joey Adams, comedian; Pat Rooney III Mrs. Fiorello LaGuardia
Vanity Fair	CBS	4:30-5	Ralph Cummings, folk singer-composer

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PROGRAM RATINGS -- THE WHO, HOW & WHY

Current Scramble of Rating Services Cues An Examination

Of The Methods & Meanings of Hooper, Nielsen, Pulse, Videodex, ARB, Trendex, Etc.

Especially As Applied To Program Producers

A basic fault of all broadcasting research has been the failure of the researchers to make clear to the industry at large the methods and meanings of their work. Indeed, in some cases, their public relations has been devoted largely toward creating an aura of omnipotence and divine right beyond question by those who rose or fell on the strength of monthly proclomations.

Post-war ventures into the field by advocates of different techniques from the established ones have forced all researchers in general to "come back to the people" with justifications of their methods. The new crop of services weaned by tele vision have, in fact, pointed up their techniques as a factor in winning a foothold.

By and large, however, there is a lack of understanding throughout the industry - and especially on the part of production people, at whom any number of ratings are being thrown by way of indictment or acclaim. It is to this group that the following examination of the methods and meanings of the various continuous rating services is primarily directed. It will be old hat indeed to the few network and agen cy statisticians and sales promotion experts who work such wonders with their interpretations of the various communiques. But it should prove a source of enlightenment - or at least a refresher course - to the production people who are faced with putting together a show that will please the greatest number of people.

For our information we have gone directly to those about whom we write Among those interviewed were: Richard Paige of the NBC-TV Research Department; Art Duram, head of CBS-TV Market Research; Sydney Roslow of The Pulse; W.S. Ahrbeck of the A.C. Nielsen Co; Nadine Miller of the C.E. Hooper Organization; Ed Hynes of Trendex. The information herein reflects no direct quotes on their part, but is rather a compilation of what they had to say along with other published facts.

This report is not an indictment of either broadcasting research in general or of any particular service. The consensus among research experts is that all of the rating services have some weaknesses. Where these have been indicated, it is by way of reporting rather than judging. There is functioning at present an interested committee of researchers headed by Dr. Ken Baker of Broadcast Measurement Bureau.It is in the process of formulating a plan for comparative analyses of the various techniques employed.

The purpose of this report - it should be stressed - is to set forth, on a non-technical level, an explanation of the differences among the various rating services plus an exposition of <u>just what a rating is</u>....and how production people and talent can make use of it to build better programs.

WHY RATINGS?

"Records show that, when used efficiently, broadcasting exerts a profound effect upon sales and profits."

A presentation book of the Nielsen Radio Index Service makes this point, and goes on to state that, in the case of network radio today..."A part of this effectiveness is due to the fact that radio provides substantially equal circulations among homes of widely different economic levels, located in all sizes of cities and towns and on the farms." (Of course, this cannot as yet be said of television, which is restricted largely to urban centers....thereby requiring adaptations in current measuring techniques....but the statement will ultimately apply.)

However, the presentation continues...."on a program-by-program basis, the record shows something different---wide variations in the size of audience from one program to another".

Recognizing that these variations do exist, broadcast advertisers have sought a..."yardstick by which to measure what they get for their money." They want to know the size and market value of their audience, and more. Such moves as the buying of time and maintenance of programs at maximum efficiency by advertising agencies...as time sales and programming by networks and stations...as buying and selling of talent...are dependent upon measurement of the audience reached.

THE MEANING OF PROGRAM RATINGS

The Nielsen presentation, in another section, sounds a warning..."against the habit of regarding the program rating as a sound measure of the "popularity" or "listener appeal" of the program or artist. Actually, the program rating is the combined result of several factors such as:

a. Popularity of the program and each of its artists or entertainment features.

b. The number and character of the stations comprising the network.

c. The day of week and time of day.

d. The audience of programs preceding & following on the same network.

e. The popularity of programs aired simultaneously over other stations.

f. The effectiveness of any newspaper advertising or other promotion of the show.

"Therefore, the program rating should be viewed as a measure of the size and character of the audience actually reached, as the combined result of the numerous factors involved."

Each of the rating services achieves its program rating by its own technique (described in later sections), but, essentially, the end result gives to the advertiser a projectable figure which tells him how many homes are listening to or viewing his program. Knowing this number, he applies it to his time, talent, production and promotion costs, with the result being a "cost per home reached" figure that can be measured relatively within the broadcast medium or against competing media. Audience composition data gives him valuable supplementary information.

Illustration of this process may be found on the following page, but it is worth noting in passing that the tendency of many advertisers to ignore all factors (such as method used, composition of sample audience, etc.) in favor of the end result program rating is a misuse and a misconception of what research can tell him. Another tendency to cite the highest rating, regardless of its basis, also defeats the purpose of broadcast research.

HOW RATINGS ARE FIGURED

A program's rating refers to the percentage of total TV homes which it commands. It may apply to a city, a group of cities, or to the entire nation. Therefore, in a city with 1,000,000 television homes, if a program was rated 44.8%, the indication is that there were 448,000 television sets tuned to that program.

This rating was, of course, projected from that obtained in contacting a much smaller, carefully selected sample audience in the specific city. In the same way, based on a sample that is representative of nationwide TV ownership and viewing habits, the percentage could be projected into a national rating. For example: If there are 7,000,000 sets in the country and a program is rated 44.8% by an adequate sample, the indication is that 3,136,000 sets in all were tuned to that program at the time of rating.

One of the points over which the various rating services are at odds is the question of whether or not an adequate national sample is available to television at this time. The differences in opinion are discussed in a later section. For the purpose of illustration, assuming that a satisfactory sample of 250 television homes is available in any one city, this is how the ratings of three competing programs might be computed: (keep in mind the factors which influence ratings - preceding page)

If the sample used is 250 homes with television sets
And there are 175 sets in use at the time of rating (70% in use)

	IF		THE RATINGS ARE	
112	sets are tuned to Program A	=	44.8%	(112 over 250)
47	sets are tuned to Program B	=	18.8%	(47 over 250)
16	sets are tuned to Program C	=	6.4%	(16 over 250)
175			70 %	

* See first paragraph

WHY DO RATINGS OF THE SAME PROGRAM DIFFER?

Basic differences in the methods used to build an audience sample and to test that sample tend to provide the different rating services with varied results. At the same time, it is important to realize that ratings which are announced in the press (like the top ten and top 15) should not be compared with each other because they may have been determined in entirely different ways, over entirely different areas. For example: Hooper is now testing only in individual markets. His new "popularity" rating service is concerned with 12 New York & Ohio cities on the interconnected net. Nielsen, however, is publishing a national rating, based on a small, representative national sample. The Multi-Market Pulse rating is an average of the ratings in some 11 cities, and is weighted according to TV ownership in the respective cities. Other services like Videodex, Audience Research Bureau and Trendex are working in varied markets according to different principles.

The differences in the various services are examined in a later section. Of immediate note is the point that the program ratings of one service should not be compared with those of other services in order to determine a show's effectiveness. But rather, ratings should be examined within one rating service. To the program producer, program planner and to talent, a rating's significance is that it indicates the program's proportionate performance in relation to other competing and surrounding shows.

A subsidiary rating that can be derived at the same time as the program rating is of particular significance to programming people in this respect. It is a "share of viewing audience"figure discussed on the next page.

"SHARE OF AUDIENCE" IMPORTANT TO TALENT

Since Program Ratings are substantially affected by the number of sets in use (daytime vs evening...good or bad weather...summer vs winter), from the standpoint of talent or program producers it is in many ways unfair to judge the entertainment value of their program purely by the number of viewing homes it delivers. If a program can dominate those sets that are in use at the time it is aired, that program is doing a good job for its sponsor. Indeed, sales promotion people are quick to point out that in many cases good programs have won such popularity that they have built up their time period with regard to the number of sets in use....witness the development of Saturday night....of first the 10:30-11pm & then the 11-12pm times... of afternoon and morning periods for television.

Therefore, Share of Audience ratings are a good measure of whether or not programs are holding up over a period of time. A steady or rising Share of Audience is a good goal for which programmers can shoot. Carrying the illustration used on the previous page further, this is how Share of Audience is figured:

If the sample used is 250 homes with television sets
And there are 175 sets in use at the time of rating (70% in use)

	IF		THE SHARE OF AUDIENCE IS	
112	sets are tuned to Program A	-	64%	(112 over 175 sets in use)
47	sets are tuned to Program B	-	26.9%	(47 over 175 sets in use)
16	sets are tuned to Program C	-	9.1%	(16 over 175 sets in use)
175			100%	

At this stage of television's growth, many researchers point out, however, that Share of Audience figures are significant only on a city-by-city basis...since the wide variance as to number of stations & network affiliations make competition and adjacencies unequal in the different markets. All agree that within any one city Share of Audience does have significance.

THE VARIOUS RATING SERVICES

The number of continuous rating services now in the field - while a cause for much confusion on the part of users of ratings - is a logical outgrowth of three situations: 1. The general post-war formation of new businesses as an outlet for servicemen &, in particular with regard to research, the attempt to re-evaluate the public's taste and habits as civilians. 2. The advent of television with the opportunity it offered to gain a foothold during the period of adolescence. 3. The need for a reappraisal of broadcasting research in general in the light of newly-developed techniques of measurement.

An examination of the leading rating & research services is in order at this time -- not by way of critique, but by way of explanation....of their methods and their meanings. Among those who work technically and statistically with the results of research, each of the services has its own advocates. All seem agreed that each service has weaknesses that must be evaluated in comparison with competitors. Differences in the services are attributable to methods of selecting the sample to be tested, methods of making the test, and method of reporting the results.

As the Nielsen presentation points out...."The fact that, in general, the differences are not great in respect to the top-ranking programs means merely that most of these programs are liked by all kinds of people -- so that somewhat similar results are obtained irrespective of the sample used. But this is not true when programs below the 'top-ranking' shows are used".

REQUIREMENTS OF A RATING SERVICE

Granted that the various rating services have both their strong points and their weaknesses, an examination of them objectively requires first an evaluation of what makes for a satisfactory service. Compilation of the requirements expressed by a number of researchers interviewed indicates the following as the ideal:

1. Is the sample used so comprehensive that every TV home would have a possibility of being subjected to sampling?
2. Does the service give a projectable rating for all kinds of homes as well as representative coverage for each area?
3. Does the service give a popularity rating -- that is, only including all those cities where the program is seen?
4. Does the sample used keep up with the growing medium -- as opposed to one fixed with a certain group so that it does not change as overall audience changes?
5. Is the sample used of adequate size?
6. Does the service measure audience composition and viewers per set?
7. Does the service measure local viewing in a number of major markets?
8. If it attempts a national rating - is it truly national in concept?
9. Does the service rate all network programs - commercial & sustaining (the latter is difficult in many cases, since even the network sometimes doesn't know the number of stations taking sustaining network programs)?
10. Does the service rate for all times of day?
11. Are results issued frequently enough and soon enough after the survey date?
12. Is the service equipped to do special research on order?

THE VARIOUS METHODS

The different services in operation today are characterized by adherence to one of four techniques of obtaining information:

a) Coincidental Telephoning -- (Hooper, Trendex)
b) Personal Interviews with Aided Recall -- (The Pulse)
c) Viewer-kept Diary -- (Jay & Graham's Videodex, American Research Bureau)
d) Electronic or Mechanical Measurement -- (Nielsen)

COINCIDENTAL -- RHYMES WITH HOOPER

Undoubtedly the best publicized of all the researchers in broadcast measurement, C.E. Hooper built a national rating service for radio based on coincidental telephone calls; then shocked the broadcasting industry by selling his national service to competitor A.C. Nielsen in order to concentrate on measuring local marmets. His move was predicated on a conviction that the advent of television with its varying effects on the different markets of the country made impossible any national ratings either for radio or television until that time when "cities of equal opportunity" were available for testing - perhaps not for another five years.

Factors influencing this conviction include: the varying number of TV stations in each market with consequent varying competition....also the inability to schedule a program at the same time throughout the country because of lack of cables.

THE "EXPANDED HOOPERATINGS SERVICE"

In line with his convictions and with his agreement with Nielsen not to enter the national rating field for an undisclosed period of time, Hooper is now publishing the following information as part of his "Expanded Hooperatings Service":

1. A NYC Radio-TV Pocket Piece published monthly and based on a two-month moving average, with TV ratings for a random all-home base and a TV home base, plus graphicly-illustrated "homes using sets" comparisons for 1948 (pre-TV) & 1950 for 40 TV cities.
2. Radio Hooperatings Reports published for 100 cities, including no TV information.
3. TV Hooperatings based on all homes called published for 15 cities, 3 times yearly beginning with the May-Sept 1950 period....includes station ratings for evening half hours and M-F daytime shows by quarter hours.
4. A City-by-City Network Audience Analysis published annually for radio.
5. A Monthly City-by-City Broadcast Audience Report divided into three sections -- Indexes of homes using radio & including TV Share of Audience figures for approximately 38 cities....TV trends for 8 cities other than NYC & LA based on a 3-month moving average....Radio-TV comparisons for cities having TV stations and based on a random audience check.....TV audience indexes for 17 cities currently.
6. A Chartbook showing Radio-TV Share of Broadcast Audience by graphs commencing with January 1949 and covering 40 TV cities.

Most recent announcement by Hooper was concerned with a 12-city interconnected network "popularity type" rating available shortly after telecast. Since he is restricted by his agreement with Nielsen to reporting combined ratings for no more than 2 states, Hooper has chosen 12 cities in New York & Ohio on the interconnected network as the basis for this rating.

Procedure in all of this Hooper testing remains similar to that which he has always used -- his sample is based on all homes owning a radio set; he makes 600 telephone calls per half hour per program; he asks whether the respondent owns a television set & if so to what program he is listening or viewing.

Hooper's critics point up the fact that his sample is restricted to those homes owning telephones and is therefore not representative of all homes...also that the geographical distribution of his sample within a market is not adequate...also that his distribution of "no answers" bewteen radio & TV is an arbitrary one...also that his sample is not properly weighted according to other considerations. Hooper's basic contention is that people are best checked at the time they are listening or watching; that their answers tend to become distorted with other methods. With regard to television, to reiterate, he feels that no projection of ratings is sound today because of the wide variance among markets, except when the total television audience is pooled for some special event.

Hooper bills his Advertiser accounts according to the number of programs they have on the air & the number of markets they're in; he will test sustaining programs on order.

TRENDEX IS NEW -- ALSO USES COINCIDENTAL

Newest of the continuous rating services is that operated by two former Hooper employees - Bob Rogers & Ed Hynes. They will publish their first monthly rating for 20 interconnected TV cities on October 15th. They have been doing special assignment research since August. Trendex will also use the coincidental telephone method, interviewing between the 1st & 7th days of the month & reporting on the 15th.....

TRENDEX HAS NEW IDEAS

One innovation by Trendex upon the Hooper coincidental method is the use of Western Union personnel throughout the country to do the telephoning. Trendex is calling a random sample of 900 homes, finds that it can get its sample of 450 TV homes per half hour, asks the question "do you own a TV set" to get that sample. Its principals point out that the 20 cities in which it is active represent 75% of the national television audience and 92% on those on the cable....if sponsored by two clients it will make alternate week tests for them...it will furnish advance ratings 7 days after surveying.....although already used by several networks for special research, it is also making a strong bid for talent and packager people in order to give them pictures of the effectiveness of individual programs.

PULSE HAS MADE GREAT STRIDES

Exponent of the aided recall, personal interview type of survey, Dr. Sydney Roslow & The Pulse have expanded to a point where the August Multi-Market Telepulse ratings represent 11 of the biggest television cities, with approximately 5,100,000 TV homes estimated as of October 1. Pulse cites that this represents 63.9% of entire US Television homes and 65.3% of the TV homes in 45 interconnected cities. Pulse is reporting on TV in Boston, NYC, Philadelphia, Washington, Cleveland, Dayton, Columbus, Cincinnati, Chicago, St. Louis, Los Angeles...plus New Haven & Syracuse on a less frequent basis.

Pulse relies on house-to-house interviews between the hours of 6-8pm, in an attempt at interviewing the entire family. Respondents are asked about programs they viewed that day and the previous evening. Its quarter hour ratings for evening & Saturday & Sunday viewing are based on 250 interviews in New York City; its ratings for five-a-week programs are based on 1000 interviews in NYC.....combined total of interviews in all markets is 2250 for one-a-week shows, 11,000 for daytime strip programs and 11,250 for evening strip programs. Goal in all markets is to have a base of 250 families, but at present in St. Louis $\frac{1}{4}$ hour ratings are based on 100 families with 800 family interviews per month, while in all other cities a 200 family base is used with 1600 family interviews per month.

The sample is based in NYC on TV homes found each month, while in other markets, TV addresses are accumulated monthly and the sample is drawn from the cumulative list each month...so that the sample is not fixed, but rather changes in accord with changes in set ownership (this shifting sample is a point of contention, both attacked and defended with equal verve). Pulse points out that its sample is drawn from the metropolitan district in each city and not from merely the city zone. It also stresses that the Multi-Market Telepulse is not a national rating, but a an average of ratings in selected cities, weighted to conform to the set ownership in those cities.

Pulse surveys are conducted during the first week of each month and are reported on between the 25th and the end of that month. It surveys all programs from sign-on to midnight every day. It records audience composition, audience flow, & economic status of the respondents, and can add supplementary questions to the interview if ordered. It gives no warning of its interviews....can report on multiple set usage. Its roster recall method has the effect of helping the respondent remember less publicized programs that he may have watched.

Pulse offers its service on a flat fee basis....to stations at $200 a month(and it won't go into an area unless at least 2 stations are signed)....to advertisers and agencies at $50 per month in NYC & $25 per month outside NYC....to producers at about half that figure...and requires a minimum of 3 markets ordered.

VIDEODEX USES A DIARY

The diary technique has been used for a long time as a supplementary form of surveying broadcast audience. Hooper used it several years ago, for one. But Jay & Graham, who are based in Chicago, and ARB(below) are making individual attempts to establish the method as a primary form of measurement. Essentially, the method calls for leaving a diary with a family for them to record their viewing & listening over the period of a week. Audience composition and number of viewers are among the details recorded. The similarity between the two organizations ends with methods of selecting the sample, coverage and the like.

Jay & Graham base the size of their sample upon the number of television stations in the area under survey. They claim a 60% placement of diaries based upon dealer lists of set owners. Videodex mails out diaries. If unsuccessful in getting a response, they try again & then phone(interviewers too expensive). Respondents stay in the sample 8 months, acquiring points toward a gift at the end of that time. Active in 17 cities, Videodex publishes a network rating list based on weighted averages of city ratings...sustaining shows and kinescoped shows are recorded....information furnished includes qualitative findings, since respondents are asked to express opinions about the programs and commercials.

Jay & Graham test in a 50-mile area, re-survey non-TV homes to see if they have since acquired a set, have substantial samples ranging from 250 to 700 and averaging around 400 in their 17 cities. They cite the points that their sample is stabile and rotating, that their coincidental diary is more effective than the recall type of interview, that whoever is watching a program fills out the diary, and that 300 returns from their sample is equivalent to 4500 from other methods.

AMERICAN RESEARCH BUREAU EXPANDING

Jim Seiler, former research director of WNBW Washington has been in business one year now. In October he will have a national sample of 2200 TV homes & up to 10 individual city reports. His diaries are placed by personal interview and respondents are checked by telephone to insure that diaries are kept up to date.... (this is an attempt to forestall a criticism of the diary technique to the effect that there may be a tendency for the family to neglect coincidental recording and fall back on recall at the end of the week).

ARB offers no incentive to the viewer to keep the diary, other than the satisfaction of aiding in the work. And Seiler points to a high rate of diary return to back up his figures. His sample is scientifically selected according to city population and set distribution and is generally regarded by researchers as a sound one. At the same time that he does his continuous survey, Seiler supplies figures on receiver distribution to various manufacturers, keeping him in close touch with his sample. Sound research principles and above-board operations with regard to methods used and results have won ARB active support of at least one network.

BONUS AUDIENCE MEASURED

A July 1950 Pulse survey for WOR-TV in New York City, with 11,660 people interviewed throughout the 12 counties of metropolitan NYC found 742,400 bonus viewers in an average day during July. Significant facts: 78.4% were members of non-TV families; 69.1% were viewing in homes of friends or relatives during the evening as opposed to 30.9% in bars & grills..... point being that viewers who watch away from home represent more homes reached....as high as 16.4% more during 8-11 pm.

A.C. NIELSEN USES AUDIMETER TO MEASURE TUNING

Just about every researcher will affirm that the Nielsen Audimeter is the most accurate form of measurement now in operation - since the marvelous attachment to radio or TV receivers is able to record minute-by-minute whether or not the receiver is on and to what wavelength or channel it is tuned. However, reservations in the past have been caused by the cost of installing & servicing the instrument(passed on in cost to subscriber)...by length of time it took to report results...by the smallness of the sample...and by the lack of audience composition figures (since Nielsen prefers to measure tuning rather than listening or viewing, feeling that the former is more precise, eliminating errors, assumptions and unknowns that occur in measuring the latter).

Since he acquired the national rating service from Hooper at the end of last year, Nielsen has made positive attempts to correct the faults found by critics. At present, he has 2000 Audimeters installed in 1500 homes throughout the country - of which 300 are TV homes. The extra Audimeters are distributed among the homes in a proportion which allows for multiple set ownership and tuning....and the newest type of instruments are able to record tuning of up to four radio and TV sets per home.

In order to speed up his service and cut his cost, Nielsen has been installing new Mailable Audimeters, which remove the necessity of sending field men to each of the homes and enable enlargement of the sample as soon as Audimeters can be provided. The operation of these ingenious devices provides for a film graph calibrated against time to do the work. Each week, a new cartridge is inserted on Monday and the old one mailed to Nielsen, who claims a 95% return by Thursday. Cooperation is aided by an attachment to the cartridge which gives the respondent two 25¢ pieces each time he changes the cartridge.

The September report will be the first completely reported by Audimeters, since they had to be adapted to supply Share of Audience information, initailly supplied by Hooper according to the agreement of sale. Although considered small, the Nielsen sample is a good one, corresponding to the overall penetration of TV nationally, even down to one-station cities.

The technique tends to give slightly higher ratings than Hooper's coincidental method.....with the Audimeter margin of error cut down to from .03 to .07% in contrast to a normal margin slightly higher by other methods.

At present, Nielsen has his Audimeters in 18 TV cities, upon which his national ratings are based. He has been providing complete New York City ratings for some time.

LOCAL SERVICES ARE NUMEROUS

For jobs involving qualitative research and special surveys on assignment, there are numerous lcoal research organizations in each city. But since, in most cases, they report on specific studies rather than on a continuous basis, they have not been dealt with here.

IN CONCLUSION

To reiterate, it has been the intent of this report to set forth on a non technical level the meanings and methods of the various rating services. If it helps production people and talent, in particular, and the industry,in general,to make intelligent use of the various ratings, then it will have done its job.

It is submitted to you in the hope that it is neither too naive, too involved (or too simple), or distorted enough to bring down your wrath upon us.

Ross Reports

ON TELEVISION PROGRAMMING

Wallace A. Ross, Publisher

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SEPTEMBER 1950

VOLUME 2, NUMBER 7

DIRECTORY ISSUE

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Stations	Services	Publicity
Researchers	Packagers	Station Reps

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VOLUME 2 NUMBER 5 7 SEPTEMBER 30, 1950

AN EXCLUSIVE ROSS REPORTS SURVEY

DIRECTORY ISSUE

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ADVERTISING AGENCIES WITH PROGRAMS ON TELEVISION IN NEW YORK

And'n,Davis,Platte	488 Madison	PL 3-5200
Atlas	1457B'way	BR 9-5166
N.W.Ayer	30 Rock Pl	CI 6-0200
Badger,Br&Hersey	30 Rock Pl	CI 7-3719
Ted Bates	630 Fifth	JU 6-0600
BBD&O	383 Madison	EL 5-5800
Benton & Bowles	444 Madison	MU 8-1100
Berm, Castl&Pierce	136 East 38	LE 2-7550
Biow	640 Fifth	PL 9-1717
Bobley	9 West 57	PL 9-7272
Blaine-Thompson	234 West 44	LO 4-0800
Brisacher,Wheeler	140 East 39	OR 9-4960
Brooke,Sm,Fr&Dorr	52 Vanderb't	MU 6-1800
Franklin Bruck	1270 Sixth	CI 7-7660
Buchanan	1501 B'way	BR 9-7900
Leo Burnett	743 Fifth	PL 9-7552
Calkins& Holden,etc	247 Park	PL 5-6900
Campbell-Ewald	1 East 57	MU 8-3190
Casler,Hemp & Han	33 West 42	LO 5-2921
Cayton	350 Fifth	BR 9-0390
Cecil & Presbrey	247 Park	MU 8-1234
Arnold Cohan	101 West 55	PL 7-7730
Compton	630 Fifth	CI 6-2800
Cunningham & Walsh	40 East 34	MU 3-4900
Dancer-Fitz-Sample	347 Madison	OR 9-0600
D'Arcy	515 Madison	PL 8-2600
Murray Director	527 Fifth	MU 7-3669
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Doremus	120 B'way	WO 4-0700
Duane Jones	570 Lex	PL 3-4848
Roy S. Durstine	730 Fifth	CI 6-1400
Ellington	535 Fifth	MU 7-4300
Erwin Wasey	420 Lex	LE 2-8700
William Esty	100 East 42	MU 5-1900
Federal	385 Madison	MU 8 4200
Foote,Cone & Beld'g	247 Park	PL 5-6600
Gardner	9 Rock Pl	CO 5-2000
Getschal & Richard	49 East 51	PL 9-1332
Geyer,Newell&Ganger	745 Fifth	PL 5-5400
Gibraltar	17 East 45	MU 7-7896
Grant	350 Fifth	BR 9-6100
N.C. Greenfield	570 Seventh	LO 4-4464
Grey	166 West 32	CH 4-3900
Gunn-Mears	1475 B'way	BR 9-2900
Hew,Ogil,Ben,Math	345 Madison	MU 9-2510
Hicks & Greist	420 Lex	MU 3-9135
Huber Hoge	699 Madison	TR 9-0800
Charles Hoyt	551 Fifth	MU 2-2000
Hutchins	16 West 46	PL 7-8526
Kas,Far,Ches,Cl	274 Madison	OR 9-4440
Kenyon & Eckhardt	247 Park	PL 3-0700
Klores & Carter	129 West 52	PL 7-6860
Kudner	630 Fifth	CI 6-3200
C.J. LaRoche	247 Park	PL 5-7711
Al Paul Lefton	521 Fifth	VA 6-4340
Len'n & Mitchell	17 East 45	MU 2-9170
Marschalk & Pratt	535 Fifth	VA 6-2022
J.M. Mathes	122 East 42	LE 2-7450
Maxon	12 East 53	PL 9-7676
McCann-Erickson	50 Rock Pl	JU 6-3400
Hubert L. Mihic	250 West 57	CI 7-1153
C.L. Miller	521 Fifth	MU 2-1010
Emil Mogul	250 West 57	Co 5-2482
Moore & Hamm	7 East 35	OR 9-4100
Moss Associates	415 Lex	MU 7-7377
Paris & Peart	370 Lex	MU 9-2424
Peck	400 Madison	PL 3-0900
Pedlar & Ryan	250 Park	PL 5-1500
Phil,Brand&Sargent	277 Park	PL 3-8110
Product Adv Corp	215 Fourth	OR 7-2552
F.D. Richards	10 Rock Pl	JU 6-5400
Arthur Rosenberg	570 Seventh	CH 4-4420
Ruthrauff & Ryan	405 Lex	MU 6-6400
Ben Sackheim	2 West 59	PL 9-5141
Sherman & Marq	10 Rock Pl	PL 7-6400
Sternf'ld-Godley	280 B'way	BA 7-3030
Stockton,West,etc	501 Madison	EL 5-1041
Sul,Stau,Col,Bayl	437 Fifth	OR 9-2500
J.D. Tarcher	630 Fifth	CI 6-2626
J.Walter Thompson	420 Lex	MU 3-2000
Turner, Leach	10 East 40	MU 6-4242
Vinlaw	141 East 44	MU 2-6440
William Warren	45 West 45	JU 6-0530
Warwick & Legler	230 Park	MU 6-8585
Weintraub	488 Madison	MU 8-3901
E.B. Wilson	120 Wall	DI 4-6780
Weiss & Geller	400 Madison	PL 3-4070
Young & Rubicam	285 Madison	MU 9-5000

PUBLISHER'S INFORMATION

ROSS REPORTS is a complete service, including publications and telephone information Subscribers receive weekly issues to keep them current, as well as monthly exclusive surveys on programming, commercials, costs, film, talent and the like. The complete service is offered at $5 per month or $60 per year (rate to talent: $3.50 per month).

Once a month, a talent edition which gives contacts for actors and variety talent is published. This edition is offered at $1 per month or $10 per year.

* INDEPENDENT PACKAGERS ACTIVE IN NEW YORK

ANTA	245 W 45	LU 2-0880
Barry-Enright	104 E 40	MU 9-6199
Charles Basch	17 E 45	MU 2-8877
Albert Black	1650 Bway	CO 5-5885
Louis G. Cowan	485 Madison	PL 9-3700
Ehrlich-O'Malley	1819 Bway	JU 6-5472
Barry Elliott	516 Fifth	MU 2-3383
Jerry Fairbanks	157 E 69	TR 9-3352
Mildred Fenton	40 E 49	PL 9-8266
Hardie Freiberg	270 Park	MU 8-0230
Allen Funt	100 CPS	JU 6-5227
Gainsborough	234 W 44	CH 4-0626
Will Glass	501 Madison	MU 8-2757
Arthur Godfrey	485 Madison	PL 5-2000
Harry S. Goodman	19 E 53	PL 5-6131
Martin Goodman	65 W 54	JU 6-1180
Goodson-Todman	49 E 52	PL 5-2000
Harvey & Howe	500 Fifth	WI 7-2000
West Hooker	1250 Sixth	JU 2-3026
Int'l Tele-Film	331 Madison	MU 7-7306
Charles Irving	130 E 61	TE 8-7023
Carol Irwin	277 Park	PL 5-7244
Robert Jennings	53 W 53	CI 6-7020
Martin Jones	Pk Sheraton	JU 6-1120
Roger Kay	666 Fifth	MU 8-2164
Ted Lloyd	610 Fifth	CI 7-6200
Phillips Lord	501 Madison	PL 5-2211
G.Layton-W.Stark	551 Fifth	MU 7-6320
Lester Lewis	1 Christphr	WA 4-8582
Max Liebman	245 W 52	PL 7-6533
Harvey Marlowe	1440 Bway	LO 4-8000
Master'n, Red & Nel	745 Fifth	PL 9-1120
Mayo Video	400 Madison	MU 8-2335
MCA Artists	598 Madison	PL 9-7500
Modell-Harbuck	7 W 66	TR 3-7000
Media Prods	245 W 55	JU 2-2361
Drama Associates	214 W 42	LO 4-1317
V.S. Becker	562 Fifth	LU 2-1040
William Morris	1270 Sixth	CI 7-2160
Carlton Morse	NBC Rm 688	CI 7-8300
Herbert Moss	100 W 55	CO 5-1661
John Nasht	1 E 53	MU 8-3323
Neptune Prods	30 Rock Pl	CI 7-8300
Oliver Nicoll	37 W 46	LU 2-3150
Pictorial Prods	270 Park	MU 8-3778
P.R.B.	745 Fifth	MU 8-1067
N & I Pincus	1697 Bway	CI 6-0138
Popular TV Prog	250 W 57	PL 7-3396
Bernard Prockter	221 W 57	JU 6-4830
Monte Proser	Algonquin	MU 7-4400
Rockhill Radio,TV	18 E 50	PL 9-7979
Reemack Prods	527 Fifth	MU 7-7979
Roberts & Carr	48 W 48	PL 7-5625
Martha Rountree	570 Lex	PL 5-7770
Kermit Schafer	112 E 37	MU 9-4628
Bernard Schubert	509 Madison	MU 8-0944
Henry Souvaine	30 Rock Pl	CI 7-5666
Martin Stone	4 W 58	MU 8-0585
Douglas Storer	1270 Sixth	CI 7-6325
Irvin P. Sulds	654 Madison	TE 8-7025
Telenews	630 Ninth	JU 6-2450
Teleshows	515 Madison	PL 3-5181
TV-Programs	350 Fifth	CH 4-1374
Transamerican	1 E 54	PL 5-9800
United Artists TV	729 Seventh	CI 5-6000
Fred Vandeventer	1440 Bway	LO 4-8000
Video Int'l	624 Madison	MU 8-1658
Vincent-Law	509 Madison	EL 5-0734
Bernard Wilens	550 Fifth	PL 7-6454
Ed Wolf	420 Madison	PL 5-7620
World Video	15 E 47	PL 9-3870
Frederic Ziv	488 Madison	MU 8-4700
G & W Prods	307 E 44	MU 9-3800

* These are Production Firms. See Film Distribs & Talent Agents elsewhere.

SERVICES FOR PRODUCERS

COSTUMES

Brooks	1150 Sixth	VA 6-5060
Eaves	151 W 46	PL 7-3730
Lee Klein	235 E 22	MU 4-3712
Mme Berthe	110 W 47	PL 7-4170
Dahlman	517 W 47	PL 7-1255

PROPERTIES

Circle Desk	629 Third	MU 2-4492
Dahlman	517 W 47	PL 7-1255
Encore	410 W 47	CI 5-9288
Marty Fontana	315 W 55	CO 5-1741
Newell Art	883 Second	PL 8-1970
Sheffield House	890 Bway	OR 4-9060
Steinhardt's	416 Columbus	EN 2-2780
Univ'ty Galleries	124 Univ Pl	GR 3-2780
Felippelli (trees)	311 W 50	CO 5-1415

INFORMATION

Celebrity Svc	150 E 54	PL 3-2750
Facts On Dial	292 Madison	MU 6-7800
Ross Reports	551 Fifth	MU 2-5910

TALENT

Actors Exchange	1547 Bway	CI 6-5473
Artists Service	305 W 69	SC 4-5700
Lexington	595 Fifth	LE 2-1100
Radio Registry	21 W 47	PL 7-0700
R&TV Central Cast	55 W 42	LO 4-1380
Tele-Test Exch	35 W 53	JU 2-0460

*See Agents

KINESCOPES

CinesCo	Jamaica	CO 5-1314
Paramount	1501 Bway	BR 9-8700

*Networks also

[illegible]

PRODUCERS OF FILM COMMERCIALS

Animation House	New Rochelle	2-2184
Animated Prods	1600 B'way	CO 5-2942
Apex Prods	38 East 57	PL 8-2885
Archer Prods	35 West 53	JU 6-2690
Audio Prods	630 Ninth	CO 5-6771
Caravel Films	730 Fifth	CI 7-6111
Cate & McGlone	6060 Sunset	Hollywood
Charter Oak	516 Fifth	MU 2-3383
Concord Films	25 West 45	LU 2-1700
Shamus Culhane	207 East 37	MU 2-2533
De Frenes	Philadelphia	
Depicto Films	254 West 54	CO 5-7621
Frank Donovan	1775 B'way	CI 6-9670
Jerry Fairbanks	157 East 69	TR 9-3352
Famous Studios	25 West 45	LU 2-4500
J. Paul Fennell	40 East 40	MU 9-4268
Film Graphics	245 West 55	JU 6-0083
Gen. Film Corp	25 West 45	LU 2-1700
Gray-O'Reilly	480 Lex	PL 3-1531
Jam Handy	1775 B'way	JU 2-4060
Frank Hankinson	15 West 46	JU 6-0133
Ben Harrison	245 West 55	PL 7-3217
Hartley Prods	20 West 47	JU 2-3960
Hile-Damroth	32C B'way	WO 4-2478
IMPS	515 Madison	EL 5-6620
Int'l Tele-Film	331 Madison	MU 7-9116
Bernard E. Karlen	630 Fifth	CO 5-8335
Herbert Kerkow	480 Lex	EL 5-5635
Walter Klee	245 West 55	PL 7-0524
Kling Studios	Chicago	
Lewis Sound Films	71 West 45	LU 2-1322
Loucks & Norling	245 West 55	CO 5-6974
M.P.O. Prods	342 Madison	MU 7-8377
Murphy-Lillis	59 Park	MU 6-2142
Ted Nemeth	729 Seventh	CI 5-5147
Pathescope	580 Fifth	PL 7-5200
Princeton Films	629 Madison	MU 8-0840
RKO Pathe	625 Madison	PL 9-3600
Hal Roach	729 Seventh	CI 5-4135
Rockhill Radio	18 East 50	PL 9-7979
L. W. Roush	119 West 57	CO 5-6430
Sarra	200 East 56	MU 8-0085
Science Pictures	139 East 47	PL 3-5925
Screen Gems	729 Seventh	CI 5-5044
Seaboard Studios	157 East 69	RE 7-9200
Allan Smiler	Jackson Hts.	IL 8-7604
Fletcher Smith	1585 B'way	JU 6-3950
Sound Masters	165 West 46	PL 7-6600
Special Purpose	44 West 56	JU 6-0200
Spectrolux TV	48 East 43	MU 5-6400
Wilbur Streech	1697 B'way	JU 2-3816
Bill Sturm	53 East 9	OR 3-1318
John Sutherland	60 East 42	MU 7-7815
Teletran	480 Lex	PL 3-6356
TV Cartoons	155 West 46	JU 2-3607
TV Features	480 Lex	PL 9-8170
TV Films	155 West 46	JU 6-1650
Tempo	24 West 45	MU 7-9078
Paul Terry	New Rochelle	2-3466
Transfilm	35 West 45	LU 2-1400
Triangle Films	1697 B'way	CO 5-1403
20th Century-Fox	444 West 56	CO 5-3320
United Prods Amer	Hollywood	
United World	1445 Park	TR 6-5200
Video Films	131 West 23	WA 4-6156
Video Internat'l	624 Madison	MU 8-1658
Video Varieties	41 East 50	MU 8-1162
Wilding Prods	385 Madison	PL 9-0854
Willard Films	45 West 45	LU 2-0430
Winik Films	625 Madison	PL 3-0684

LOCAL STATIONS AND NETWORKS

ABC		
General Offices	30 Rock Pl	CI 7-5700
Studios	7 West 66	TR 3-7000
Theaters:		CI 7-5700
Ritz	219 West 48	
Vanderbilt	148 West 48	
Elysee	202 West 58	
CBS		
General Offices	485 Madison	PL 5-2000
Directors & Prods	70 East 45	
Studios & Offices	15 Vanderbilt	
Liederkrantz Hall	111 East 58	
Warehouse	418 East 54	
Theaters:		
#3	1697 B'way	
#51	109 West 39	
#52	254 West 54	
#57	109th St & Fifth	
#58	841 Ninth Ave	
#59	256 West 47	
#60	1947 Bway	
DUMONT		
General Offices	515 Madison	MU 8-2600
Studios	515 Madison	
John Wanam'r	Astor Place	
Theaters:		
Adelphi	150 West 54	
Ambassador	215 West 49	
NBC		
Offices-Studios	30 Rock Pl	CI 7-8300
Studios	105-55 E.106	
Central Shop	533 West 56	
Theaters:		
Center	1260 Sixth	
International	5 Col Cir	
Hudson	141 West 44	
WOR-TV		
General Offices	1440 B'way	LO 4-8000
TV Center	20 West 67	
Amsterdam Thtr	214 West 42	
WPIX		
Offices & Studios	220 East 42	MU 2-1234

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[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

AGENTS (ARTISTS REPRESENTATIVES)

Actors Exchange	1547 B'way	CI 6-5473
Nicholas Agneta	1270 Sixth	CO 5-0232
Laura Arnold	545 Fifth	MU 2-2795
Artists Mgr. Assoc	200 W. 57	PL 7-2157
Artists' Service	305 W. 69	SC 4-5700
Assoc. Artists	117 W. 48	PL 7-6592
Ted Ashley	545 Fifth	MU 7-0576
Baum-Newborn	11 W. 42	BR 9-6377
Mannie Baum	723 Seventh	CI 5-4240
V. S. Becker	562 Fifth	LU 2-1040
Jack Bertell	515 Madison	PL 3-5181
Harry Bestry	1776 B'way	CO 5-5147
Milton H. Blackstone	1697 B'way	JU 6-2756
Briscoe & Goldsmith	522 Fifth	MU 2-6244
Jane Broder	40 E. 49	MU 8-0960
Lyman Brown	145 W. 45	BR 9-4185
Bernard Burke	48 W. 48	PL 7-4540
Central Casting	55 W. 42	LO 4-1380
Century Artists	38 E. 57	PL 3-1030
Columbia Artists	113 W 57	CI 7-6900
Darrow Agency	150 E. 54	PL 3-0871
Jack Davies	48 W.48	PL 7-1880
Richard Dorso	38 E. 57	PL 3-1030
Sara Enright	234 W.44	LA 4-8553
Famous Artists	610 Fifth	CI 7-6200
Mildred Fenton	40 E. 49	PL 9-8266
Gale, Inc.	48 W.48	PL 7-7100
General Artists Corp	1270 Sixth	CI 7-7550
John E. Gibbs	30 Rock Pl	CO 5-7504
Joseph M. Gidding	111 E.64	RH 4-6837
Joe Glaser	745 Fifth	PL 9-4600
Lew & Leslie Grade	250 W. 57	JU 6-4190
Abner J. Greshler	1270 Sixth	CI 7-3025
Al Grossman	1270 Sixth	CI 5-8422
Sylvia Hahlo	145 West 58	CI 7-7440
Mark Hanna	654 Madison	TE 8-8730
Max Hart	1270 Sixth	CI 5-8422
Hartford Agency	18 E. 48	PL 3-6500
Leland Hayward	250 W. 57	JU 6-2580
Larry Haze Assoc	468 Fourth	MA 5-0350
Horace Heidt	100 Park	OR 9-3240
Howard Hoyt	11 W. 42	LA 4-0089
Carleton Hub	1674 B'way	CO 5-4231
Miles Ingalls	Htl. Astor	CI 6-6000
Int'l. Artists	420 Mad	PL 9-7490
Lou Irwin	48 W. 48	PL 7-1880
Sam Jaffe	119 w. 57	PL 7-4250
May Johnson Co.	745 Fifth	PL 9-2991
Al H. Knight	156 W. 44	LU 2-4546
Lucy Kroll	119 W. 57	PL 7-4250
Ken Later	65 W.54	PL 7-6964
Mark Leddy	48 W. 48	JU 6-2760
Olga Lee	119 W. 57	JU 6-4180
Lex. Exchange	595 Fifth	LE 2-1100
Liebling-Wood	551 Fifth	VA 6-3714
A. & S. Lyons	515 Mad	PL 3-5181
M.C.A. Artists Ltd.	598 Mad	PL 9-7500
William McCaffrey	501 Mad	EL 5-1076
William Morris	1270 Sixth	CI 7-2160
N.C.A.C.	711 Fifth	PL 9-6000
Meyer North	1564 B'way	PL 7-3445
Al Ochs	156 W. 44	LU 2-1689
Lucille Phillips	1674 B'way	CI 7-3264
Richard Pitman	111 W. 57	CO 5-2535
Polan & Rosenberg	18 Beekman	PL 9-4727
Pop Concert Artists	250 W. 57	PL 7-3396
Radio Registry	21 W. 47	PL 7-0700
Max Richard	1776 B'way	PL 7-6414
Robbins Brothers	67 W. 44	MU 7-2033
Frances Robinson	220 W. 42	WI 7-2308
Jerry Rosen	204 C.P.S.	CI 6-7216
Gloria Safier	457 Mad	MU 8-3950
Bernard L. Schubert	509 Mad	MU 8-0944
Louis Shurr	1501 B'way	CH 4-8240
Paul Small	535 Fifth	MU 7-0606
Tele-Test Exchange	35 W.53	JU 2-0460
Henry W. Wiese	1674 B'way	CO 5-1930
Dora Weissman	135 W. 56	CI 6-1299
Peter Witt	2 W. 47	JU 6-5967
Jules Ziegler	545 Fifth	MU 2-2080
Stanford Zucker	420 Mad	PL 9-7490
Ward-Kemp	11 W. 44	MU 7-6561

* PUBLICITY FIRMS

David Alber	654 Madison	TE 8-8300
Sid Ascher	33 West 42	LO 5-6396
Harvey Bullock	1227 Sixth	PL 7-5474
Erbe-Maybruck	595 Madison	EL 5-3160
Earle Ferris	40 East 49	PL 5-3100
David Green	280 Madison	LE 2-6404
Marvin Kohn	234 West 44	BR 9-8458
Steve Hannagan	247 Park	PL 5-2900
Arthur Miller	40 E.49	EL 5-6092
Ruder & Finn	152 E 56	TE 8-8650
Hal Salzman	2 W. 46	JU 6-4300
Ben Sonnenberg	247 Park	PL 5-2200
Robert Taplinger	18 E. 50	PL 9-7979
Lee Solters	234 W. 44	LO 4-2763
Earl Peed	270 Park	PL 8-3161

*Specializing in Radio & TV in NY

PUBLICITY OUTLETS

Advertising Age	11 East 47	MU 8-0073	Maurine Christopher
Billboard	1564 B'way	PL 7-2800	Jerry Franken, Sam Chase
Broadcasting	488 Madison	PL 5-8355	Bruce Robertson, Ed James
Cue Magazine	6 East 39	LE 2-5300	Phil Minoff
Daily Mirror	235 East 45	MU 2-1000	Nick Kenny
Daily News	220 East 42	MU 2-1234	Ben Gross, Ed Sullivan, D. Walker
Associated Press	50 Rock Pl	PL 7-1111	Wayne Oliver
United Press	220 East 42	MU 2-0400	John Maddigan
Film Daily	1501 B'way	BR 9-7117	Winfield Andrus
Film World	75 West 45	CI 6-9159	David A. Bader
H'wood Reporter	229 West 42	WI 7-2470	Jack Harrison
Life Magazine	9 Rock Pl	JU 6-1212	Trudi Feliu
Look Magazine	488 Madison	MU 8-0300	Joanne Milinker
Newsweek	152 West 42	BR 9-6700	Betty Forsling
N.Y. Her-Trib	230 West 41	PE 6-4000	John Crosby, Joe Kaselow
N.Y. Journ-Am	220 South St	CO 7-1212	Jack O'Brian
N.Y. Post	75 West St.	WH 4-9000	Earl Wilson
INS	235 East 45	MU 7-8800	Jack Cooper
N.Y. Times	229 West 43	LA 4-1000	Jack Gould, Val Adams, Sid Lohman
N.Y. World-Tel	125 Barclay St	BA 7-3211	Charles Sievert, Harriet Van Horne
Printers Ink	205 East 42	MU 3-6500	Richard Bruner
Radio Daily	1501 B'way	WI 7-6336	Frank Burke, Sid White
Radio Mirror & TV	205 East 42	LE 2-9050	Frances Kish
Radio & TV Best	9 West 57	PL 9-7272	Gertrude Greer
Ross Reports	551 Fifth	MU 2-5910	Wallace A. Ross
Sponsor Magazine	510 Madison	MU 8-2552	Frank Bannister
Televiser Mag.	1780 B'way	PL 7-3721	Bob Harris
TV Digest	1515 Conn. Av.	Wash.6,DC	Martin Codel, Earl Abrams
Television Mag.	600 Madison	PL 3-3671	Fred Kugel
TV Guide	251 West 42	BR 9-0050	Murry Harris
Tide Magazine	232 Madison	MU 3-7700	Frank Saunders
Time Magazine	9 Rock Pl	JU 6-1212	Jean Sulzberger
Variety	154 West 46	LU 2-2700	Bert Briller, Bob Stahl, Geo.Rosen

RESEARCH ORGANIZATIONS

(Where N.Y. office, it is listed)

Advertest	133 Albany St, N. Bruns, NJ	CH 7-1564	Richard Bruskin
Advt. Res Bur	705 Central Bldg, Seattle	Eliot 4489	Dr. F. E. Baker
Amer Res Bur	1054 Natl Press Bldg, Wash, DC	RE 6002	James Seiler
Audience Res	37 Hulfish St, Princeton, NJ	PR 335	Dr. G. Gallup
B'cast Meas. Bur	270 Park Ave, NYC	MU 8-4310	Kenneth H. Baker
Coffin,Cooper,Clay	PO Box 6934, LA, Cal	CU 3-3149	Joe Coffin
C. E. Hooper	10 East 40 St, NYC	LE 2-3000	C. E. Hooper
Jay & Graham	100 East Ohio St., Chi, Ill.	WH 4-0584	Allan V. Jay
Marketscope	156 Washgtn St, Newark, NJ	MI 2-1753	R. E. Spinner
A. C. Nielsen	500 Fifth Ave, NYC	PE 6-2850	Albert Wharfield
Psychological Corp	522 Fifth Ave, NYC	MU 2-2145	Dr. A. D. Freiberg
The Pulse	15 West 46 St, NYC	JU 6-3316	Sydney Roslow
Elmo Roper	30 Rock Plaza, NYC	PL 7-4900	Elmo Roper
N.C. Rorabaugh	347 Madison Ave, NYC	MU 6-2193	N.C. Rorabaugh
Ross Federal Res	2 West 45 St, NYC	VA 6-0600	S. W. Sheetz
Ross Reports	551 Fifth Ave, NYC	MU 2-5910	Wallace A, Ross
Schwerin Research	2 West 46 St, NYC	LU 2-4690	Horace Schwerin
Sindlinger & Co	Lewis Tower, Phila, Pa.	KI 6-0930	A. E. Sindlinger
Daniel Starch	420 Lexington Ave, NYC	LE 2-6622	Daniel Starch
TV Forecast	185 No. Wabash, Chi, Ill	FR 2-6931	Lester Vihon
Trendex	347 Madison Ave, NYC	MU 3-2653	Bob Rogers, Ed Hynes

LABOR UNIONS
(N.Y. offices where they exist)

Actors Equity (AFL)	45 West 47, NYC	PL 7-7660
Louis Simon - Executive Secretary		
AF of M (AFL)	570 Lexington Ave, NYC	PL 8-0600
James C. Petrillo - Nat'l. Pres.		
AF of M (AFL) - Local 802	1265 Sixth Ave, NYC	CI 7-6480
Richard McCann - President		
AFRA (AFL)	17 West 44, NYC	VA 6-1810
Clayton Collyer - President		
A. Frank Reel - Nat'l Exec Sec'y		
AGMA (AFL)	276 West 43, NYC	LO 5-7508
Lawrence Tibbett - President		
Hyman R. Faine - Exec Sec'y		
AGVA (AFL)	1697 Broadway, NYC	CI 6-7130
Gus Van - President		
Henry Dunn - Nat'l Admin Sec'y		
Four A's (AFL)	45 West 47, NYC	PL 7-7660
Paul Dullzell - Internat'l Pres.		
Authors League	6 East 39, NYC	MU 9-4950
Evelyn Burkey - TV Consultant		
Chorus Equity (AFL)	45 West 47, NYC	PL 7-7660
Ruth Richmond		
IATSE (AFL)	630 Fifth Ave, NYC	CI 5-4370
Richard Walsh - Internat'l Pres.		
Wm. P. Raoul - Gen. Sec'y-Treas.		
IBEW (AFL)	1200 15 St, NW, Wash, DC	DI 3764
D. W. Tracy - Internat'l Pres.		
J. Scott Milne - Internat'l Sec'y		
NABET	80 E. Jackson Blvd, Chi, Ill	WA 2-2462
J. R. McDonnell - President		
George Maher - Exec Sec'y		
NABUG	37 West 46, NYC	LU 2-5130
Oliver W. Nicoll - Nat'l Chairman		
Radio Writers Guild	6 East 39, NYC	MU 6-5251
Paul Franklin - President		
James Stabile - Nat'l Exec Sec'y		
Screen Actors Guild (AFL)	545 Fifth Ave, NYC	MU 7-4623
Ronald Reagan - President		
Mrs. Florence Marston - Eastern Rep.		
Screen Cartoonists (AFL) - Local 1461	800 Riverside Drive, NYC	WA 3-2821
John Gentilella - President		
Pepe Ruiz - Business Agent		
Screen Directors Guild	369 Lexington Ave, NYC	MU 3-9680
Joe Glenn		
Screen Writers Guild	1655 N. Cherokee Ave, H'wood	HO 9-3601
Valentine Davies - President		
Oliver H.P. Garrett - TV Chairman		
Television Authority	17 West 44, NYC	VA 6-1810
Lawrence Tibbett - Chairman		
George Heller - Nat'l Exec Sec'y		
Television Directors Guild (AFL)	114 East 52, NYC	PL 9-0949
Dick Mack - Internat'l Pres		
Newman H. Burnett - Nat'l Exec Sec'y		
UERMWA	11 East 51, NYC	PL 3-1960
Albert J. Fitzgerald - Gen. Pres.		
Julius Emspak - Gen. Sec'y-Treas.		
United Scenic Artists - Local 1829	234 West 56, NYC	CI 6-8023
Rudy Karnolt - Bus. Mgr.		

STATION REPS
(Stations & NY TV Managers)

AVERY-KNODEL, INC.
565 Fifth — PL 3-6513
Lewis H. Avery

Jacksonville	WMBR-TV
Kalamazoo	WKZO-TV
Rock Island	WHBF-TV

BLAIR TV, INC.
22 E. 40 — MU 9-6084
William H. Weldon

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

BOLLING CO.
480 Lex — PL 9-8150
George W. Bolling

Binghamton	WNBF-TV

BRANHAM CO.
230 Park — MU 6-1860
J. F. Timlin

Cincinnati	WCPO-TV
Cleveland	WEWS
Dallas	KRLD-TV
Memphis	WMCT
San Diego	KFMB-TV

CBS RADIO SALES
485 Mad — PL 5-2000
George R. Dunham

Birmingham	WAFM-TV
Charlotte	WBTV
Los Angeles	KTTV
New York	WCBS-TV
Philadelphia	WCAU-TV
Salt Lake City	KSL-TV
Washington	WTOP-TV

DONALD COOKE, INC.
551 Fifth — MU 2-7270
Donald Cooke

Utica	WKTV

DUMONT SPOT SALES
515 Mad — MU 8-2600
Arthur C. Elliot

Pittsburgh	WDTV
New York	WABD

* CONTINUED - NEXT PAGE

FREE & PETERS, INC.
444 Mad — PL 9-6022
Jack Brooke

Davenport	WOC-TV
Louisville	WAVE-TV
Minn.-St. Paul	WTCN-TV
Miami	WTVJ
New York	WPIX
Ft. Worth	WBAP-TV
St. Louis	KSD-TV
San Francisco	KRON-TV

HARRINGTON, RIGHTER&PARSONS
347 Mad — LE 2-1741
J. E. Harrington, Jr.

Baltimore	WAAM
Buffalo	WBEN-TV
Greensboro	WFMY-TV
Kansas City	WDAF-TV
Milwaukee	WTMJ-TV
Washington	WTTG

HEADLEY-REED CO.
420 Lex — MU 3-5467
William B. Faber

Columbus	WTVN
Erie	WICU
Johnstown	WJAC-TV
Syracuse	WSYR-TV

GEO. P. HOLLINGBERY CO.
500 Fifth — BR 9-3960
F. E. Spencer, Jr. - VP
Dan Schmidt, III

Detroit	WWJ-TV
Rochester	WHAM-TV
Toledo	WHIO-TV

H-R REPRESENTATIVES, INC.
405 Lex — MU 9-7463
Frank M Headley

Lansing	WJIM-TV

NBC SPOT SALES
30 Rock Pl — CI 7-8300
Richard H. Close

Boston	WBZ-TV
Chicago	WNBQ
Cleveland	WNBK
Los Angeles	KNBH
New York	WNBT
Philadelphia	WPTZ
Schenectady	WRGB
Washington	WNBW

ABC SPOT SALES
7 W. 66 — TR 3-7000
Ralph E. Dennis

Chicago	WENR-TV
Detroit	WXYZ-TV
Los Angeles	KECA-TV
New York	WJZ-TV
San Francisco	KGO-TV
Washington	WMAL-TV

KATZ AGENCY
488 Mad — PL 9-4460
Ed Codel

Atlanta	WAGA-TV
Baltimore	WMAR-TV
Cincinnati	WKRC-TV
Cleveland	WXEL
Detroit	WJBK-TV
Huntington	WSAZ-TV
Indianapolis	WFPM-TV
Los Angeles	KLAC-TV
New Haven	WNHC-TV
Oklahoma City	WKY-TV
Omaha	KMTV
San Francisco	KPIX
Syracuse	WHEN
Toledo	WSPD-TV

ROBERT MEEKER
521 Fifth — MU 2-2170
Louis J. F. Moore

Bloomington	WTTV
Lancaster	WGAL-TV
Wilmington	WDEL-TV

PARAMOUNT TV PRODS
1501 B'way — BR 9-8700
George Shupert

Los Angeles	KTLA

JOHN E. PEARSON CO.
250 Park — PL 8-2255
John E. Pearson

Grand Rapids	WLAV-TV

PAUL H. RAYMER CO.
366 Mad — MU 7-6540
Reynold Kraft

Birmingham	WBRC-TV

WEED & CO.
350 Mad — MU 7-7772
Norman Farrell

Ames	WOI-TV
Chicago	WBKB
Newark	WATV
Providence	WJAR-TV

FILM PACKAGE DISTRIBUTORS

(These firms have either film series or single shorts and features available)

Admiral Pictures	1450 Broadway	LO 5-4511	Zach Baym
A. F. Films	1600 Broadway	CI 7-2850	R. Kossoff
Associated Artists	444 Madison	MU 8-4754	Elliot Hyman
Atlantic TV	130 West 46	LU 2-1287	J. Kopfstein
Atlas TV Corp	1619 Broadway	JU 6-3470	R. O'Brian
British Information Svc	30 Rock Pl	CI 6-5100	Mrs. Danish
Cinetel Corp	119 West 57	JU 2-4813	E. Woodruff
Commonwealth	723 Seventh	CI 5-6456	J. Hyams
Crystal Pictures	1564 Broadway	PL 7-5130	Melvin Hirsh
Encyclopedia Brittanica	450 West 56	CI 7-2662	Mr. Kroggel
Flamingo Films	538 Fifth	MU 7-886	S. Weintraub
Film Equities	1501 Broadway	LO 4-8234	Constance Lazar
Films of Nations	55 West 45	MU 2-0040	A. Schoepperle
General Films	25 West 45	LU 2-1700	H. Kapit
Hoffberg Prods	620 Ninth	CI 6-9031	J. Hoffberg
Hyperion Films	48 West 73	JU 2-2928	W. Holland
Knowledge Builders	625 Madison	EL 5-2848	Mr. McCrory
Monogram Pictures	630 Ninth	PL 7-8420	Lloyd Lind
Motion Picture Mgt	8580 Sunset	H'wood, Cal	
Official Films	25 West 45	LU 2-1700	A. Rosenman
Olio Video	131 West 52	JU 6-0873	Harvey Cort
Nationwide TV	1501 Broadway	LO 4-8234	Constance Lazar
Producers' Reps	1270 Sixth	PL 7-6990	Irving Lesser
Post Pictures	115 West 45	LU 2-4870	Alan Post
Sack TV Enterprises	354 West 44	JU 6-2258	Julius Sack
Simmel-Meservey	321 S. Beverly Dr	BH, Cal	
Skibo Prods	165 West 46	PL 7-2265	Pat Shanahan
Standard TV Corp	1501 Broadway	LO 4-8234	Constance Lazar
Sterling Films	316 West 57	JU 6-3750	Saul Turell
Telecast Films	145 West 45	LU 2-4326	Gordon Hedwig
Telenews Prods	630 Ninth	JU 6-2450	C. Burris
Louis Weiss & Co.	4336 Sunset	H'wood, Cal	Adrian Weiss
Windsor Films	119 West 57	JU 2-4813	B. Jankoff
Winik Films	625 Madison	PL 3-0684	Leslie Winik
United Artists	729 Seventh	CI 5-6000	John Mitchell
United World	1445 Park	TR 6-5200	Richard Davidson
Young Amer. Films	18 East 41	LE 2-4111	J. Brewster
Ziv Prods	488 Madison	MU 8-4700	H. Gordon

STATION REPS

(Stations and NY TV Managers - Cont'd)

EDWARD PETRY & CO.
17 E. 42 — MU 8-0200
Keith Kiggins

Atlanta	WSB-TV
Baltimore	WBAL-TV
Boston	WNAC-TV
Los Angeles	KFI-TV
Lousiville	WHAS-TV
Minn.-St. Paul	KSTP-TV
Nashville	WSM-TV
Norfolk	WTAR-TV
Phoenix	KPHO-TV
San Antonio	WOAI-TV

ADAM YOUNG TV, INC.
22 E. 40 — MU 9-0006
Adam J. Young, Jr.

Dallas	WFAA-TV
Houston	KPRC-TV
San Antonio	KEYL
Tulsa	KOTV

WOR SALES
1440 B'way — LO 4-8000
R. C. Maddux

New York	WOR-TV

CROSLEY SALES
630 Fifth — CI 6-1750
Warren Jennings

Cincinnati	WLW-T
Columbus	WLW-C
Dayton	WLW-D

WGN SALES
220 E. 42 — MU 2-3033
Benjamin H. Berentson

Chicago	WGN-TV

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[illegible]

[illegible]

[illegible]

TELEVISION DATA CHART

(As of September 1, 1950)

ESTIMATED TV SET OWNERSHIP (NBC) - CLASS A HOUR RATES

CITY	# STATIONS	HR RATE	TV SETS	CITY	# STATIONS	HR RATE	TV SETS
Albuquerque	1	$ 150	4,600	Los Angeles	7	$1200	638,000
Ames	1	200	14,300	Louisville	2	300	46,500
Atlanta	2	325	57,600	Memphis	1	300	49,300
Baltimore	3	750	208,000	Miami	1	300	33,900
Binghamton	1	250	19,000	Milwaukee	1	600	146,000
Birmingham	2	200	18,400	Minn-St Paul	2	500	121,000
Bloomington	1	150	8,000	New Haven	1	500	95,500
Boston	2	950	490,000	New Orleans	1	250	34,300
Buffalo	1	600	120,000	New York	7	2500	1,555,000
Charlotte	1	225	22,200	Norfolk	1	250	27,900
Chicago	4	1200	595,000	Oklahoma City	1	275	42,300
Cincinnati	3	550	157,000	Omaha	2	250	29,800
Cleveland	3	775	287,000	Philadelphia	3	1200	565,000
Columbus	3	375	84,000	Phoenix	1	150	16,100
Dallas	1	300	39,600	Pittsburgh	1	450	133,000
Dav-Rock Is	2	250	18,400	Providence	1	300	79,000
Dayton	2	375	84,000	Richmond	1	300	39,900
Detroit	3	800	306,000	Rochester	1	300	48,600
Erie	1	350	28,300	Salt Lake City	2	200	25,300
Ft. Worth	1	375	31,400	San Antonio	2	250	25,200
Grand Rapids	1	250	33,500	San Diego	1	400	55,000
Greensboro	1	200	19,500	San Francisco	3	450	85,300
Houston	1	300	37,200	Schenectady	1	500	99,500
Huntington	1	200	20,100	Seattle	1	350	37,800
Indianapolis	1	350	63,300	St. Louis	1	650	166,000
Jacksonville	1	200	15,000	Syracuse	2	300	63,300
Johnstown	1	225	33,900	Toledo	1	400	53,000
Kalamazoo	1	300	14,300	Tulsa	1	250	34,300
Kansas City	1	400	50,500	Utica	1	150	22,100
Lancaster	1	300	58,900	Washington	4	575	161,000
Lansing	1	200	19,000	Wilmington	1	300	40,800
				*Nashville (Sept 30)			2,000

TOTAL OPERATING STATIONS (Sept 1) - 106 TOTAL TV SETS - 7,529,700

TOTAL TV MARKETS (Sept 1) - 62 Rates Apply to Most Stations in Each City

Interconnected Stations (Oct 1) - 47 Network Rate Class A Hour - Approx $20,000

Network Rate for All 62 Stations Class A Hour - Approx $26,000 ½hr - Approx 60%

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107 STATIONS -- 63 MARKETS (47 INTERCONNECTED) AS OF OCTOBER

PERSONNEL & AFFILIATIONS

(For Class A Hour Rates See Pg 10)

KEY: A -- ABC
C -- CBS
D -- DuMont
N -- NBC
P -- Paramount
(0) -- Network Owned and Operated
(#) -- Denotes Channel
* Interconnected
(Write Stations c/o City; Street Addesses Unnecessary)

ALBUQUERQUE, N.M. (4) KOB-TV
Gen Mgr - T.M. Pepperday
Sta Mgr - George Johnson
Prog Dir - Dorothy Smith
Film Mgr - George Johnson
Operations L. Billmaier
Network - A,C,N,D

AMES, IOWA (4) WOI-TV*
Pres - Chas. E. Friley
Gen Mgr - Richard Hull
Prog Mgr - W.D. Donaldson
Film Mgr - Ed Wegener
Sta Rep - Weed
O & O By Iowa State A&M

ATLANTA, GA (5) WAGA-TV*
Sta Mgr - George Storer Jr
Sls Mgr - Jack Collins
Prog Dir - Bill Terry
Film Mgr - Bill Terry
Sta Rep - Katz
Network - C,D

(8) WSB-TV*
Gen Mgr - John Outler Jr
Comm Mgr - Frank Gaither
Prog Dir - Marcus Bartlett
Film Mgr - Jean Hendrix
Sta Rep - Edward Petry

BALTIMORE, MD. (13) WAAM*
Gen Mgr - Norman C. Kal
Comm Mgr - Armand Grant
Prog Dir & Film - H. Cahan
Sta Rep - Harrington, Righter & Parsons
Network - A,D.

(11) WBAL-TV*
Gen Mgr - Harold C. Burke
Comm Mgr - D. L. Prevost
Prog Mgr - V. F. Campbell
Film Mgr - Mel Quinn
Sta Rep - Edward Petry
Network - NBC

BALTIMORE, MD. (2) WMAR-TV*
Gen Mgr - E.K. Jett
Comm Mgr.- Ernest A.Lang
Prog Dir - Robt Cochrane
Film Mgr - David Stickle
Sta Rep - Katz
Network - C

BINGHAMTON, N.Y. (12) WNBF-TV*
Gen Mgr - Cecil Mastin
Sls Mgr - Stanley Heslop
Prog Dir - Edward Scala
Film Mgr - L. L. Rogers
Sta Rep - Bolling
Network - A,C,D,N

BIRMINGHAM, ALA (13) WAFM-TV*
Gen Mgr - Thad Holt
Comm Mgr - C.P. Persons
Prog Mgr - Lionel Baxter
Film Mgr - Lionel Baxter
Sta Rep - CBS Radio Sls
Network - A,C

(4) WBRC-TV*
Gen Mgr - G.P.Hamann
Comm Mgr - D.D. Campbell
Prog Dir - M.D. Smith
Film Mgr - G.P.Hamann
Sta Rep - Blair TV
Network - D,N

BOSTON, MASS. (4) WBZ-TV*
Gen Mgr - J.B. Conley
Sls Mgr - C.H. Masse
Prog Mgr - W.Gordon Swan
Film Mgr - Carl Lawton
Sta Rep - NBC Spot Sales
Network - N

(7) WNAC-TV*
Gen & Comm Mgr-L. Travers
Prog Dir - Geo. Steffy
Film Mgr - James Pike
Sta Rep - Edward Petry
Network - A,C,D

BLOOMINGTON, IND. (10) WTTV*
Gen Mgr - Glenn Van Horn
Sls Mgr - Robert Lemon
Prog Dir - Robt. Petranoff
Film Mgr - Robt Petranoff
Sta Rep - Robt Meeker
Network - A,C,D,N

BUFFALO, N.Y. (4) WBEN-TV*
Gen Mgr - C. Robt Thompson
Sls Mgr - Nicholas Malter
Prog Dir - George Torge
Film Mgr - Quint Renner
Sta Rep - Harrington R&P
Network - A,C,D,N

CHICAGO, ILL (4) WBKB*
Gen Mgr - John Mitchell
Prog Dir - S.C. Quinlan
Film Mgr - Carl Russell
Sta Rep - Weed
Network - C

(7) WENR-TV*
Gen Mgr - James Stirton
Comm Mgr - Roy McLaughlin
Prog Dir - Fred Kilian
Film Mgr - John Berg
Sta Rep - ABC Spot Sales
Network - ABC (0)

(9) WGN-TV*
Gen Mgr. Frank Schreiber
Comm Mgr - Wm. McGuineas
Prog Dir - Jay Faraghan
Film Mgr - Elizabeth Bain
Stat Rep - WGN Sales
Network - D

(5) WNBQ*
Gen Mgr - I.E. Showerman
Sales Mgr - John McPartlin
Prog Dir - Edwin Mills
Film Mgr - Geo. Heineman
Sta Rep - NBC Spot Sales
Network - NBC (0)

(more)

CHARLOTTE,N.C. (3) WBTV*
Gen Mgr - C.Crutchfield
Sls Mgr - Keith Byerly
Prog Dir & Film-L.Walker
Sta Rep - CBS Radio Sls
Network - A,C,D,N

CINCINNATI,O.(11) WKRC-TV*
Gen Mgr - Hulbert Taft
Comm Mgr - U.A. Latham
Prog Dir - R.Von Albrecht
Film Mgr - R. Ostrander
Sta Rep - Katz
Network - C

(7) WCPO-TV*
Gen Mgr - M.C. Watters
Sls Mgr - John P. Smith
Prog Dir - Harry Le Brun
Film Mgr - Ed Weston
Sta Rep - Branham
Network - A,D

(4) WLW-T*
Gen Mgr - R.E. Dunville
Sls Mgr - Wm. McCluskey
Prog Dir - Lin Mason
Film Mgr - Russ Landers
Sta Rep - WLW Sales
Network - N

CLEVELAND,O (5) WEWS*
Gen Mgr & Sls-J.Hanrahan
Prog & Films Mgr -D.Herce
Sta Rep - Branham
Network - A,,C

(4) WNBK*
Gen Mgr - J. McCormick
Comm Mgr - H. Gallagher
Prog Mgr - R Worcester
Film Mgr - Al O'Deal
Sta Rep - NBC Spot Sls
Network - NBC (O)

(9) WXEL*
Gen Mgr - Herb. Mayer
Comm Mgr - F. Snyder
Prog Dir - Russell Speirs
Film Mgr - Ed Abbott Jr
Sta Rep - Katz
Network - A,D

COLUMBUS,O. (10) WBNS-TV*
Gen Mgr - Richard Borel
Comm Mgr - Robt Thomas
Film Mgr - Randy Larson
Sta Rep - Blair TV
Network - C

(3) WLW-C*
Gen Mgr - James Leonard
Sls Mgr - Geo.Henderson
Prog Dir - Tom Gleba
Film Mgr - Russ Landers
Sta Rep - WLW Sales
Network - N

(6) WTVN*
Gen Mgr - John Rossiter
Comm Mgr - Herb Stewart
Prog Dir & Films-C. Males
Sta Rep - Headley-Reed
Network - A,D

DALLAS,TEXAS (8) WFAA-TV
Gen Mgr - M. Campbell
Comm Mgr - R. Nimmons
Prog Dir - Larry DuPont
Film Mgr - Doug Thompson
Sta Rep - Adam Young
Network - D,P

(4) KRLD-TV
Gen Mgr - C.W. Rembert
Comm Mgr - W.A. Roberts
Prog Dir - Roy George
Film Mgr - Roy George
Sta Rep - Branham
Network - C

DAYTON, OHIO (13)WHIO-TV*
Gen Mgr - Robt Moody
Comm Mgr - H. Young Jr
Prog Dir - L. Spencer
Film Mgr - C. Gillen
Sta Rep - Hollingbery
Network - A,C,D

(5) WLW-D*
Gen Mgr - H. P. Lasker
Prog Dir - A. D. Faust
Film Mgr - Russ Landers
Sta Rep - WLW Sales
Network - N

DAVENPORT, IA. (5) WOC-TV*
Gen Mgr - Ernie Sanders
Prog Dir - Charles Freburg
Film Mgr - Ernie Sanders
Sta Rep - Free & Peters
Network - N

DETROIT, MICH. (2) WJBK-TV*
Gen&Comm Mgr - R.E. Jones
Prog Dir - Lanny Pike
Film Mgr - Bob Striker
Sta Rep - Katz
Network - C,D

(4) WWJ-TV*
Gen Mgr - Harry Bannister
Sls Mgr - W. Walbridge
Prog Mgr - Melvin Wissman
Sta Rep - G.P. Hollingbery
Network - N

(7) WXYZ-TV*
Gen Mgr - James Riddell
Comm Mgr - Harold Christian
Prog Dir - John Pival
Film Mgr - Ken Sims
Sta Rep - ABC Spot Sales
Network - ABC (O)

ERIE,PA. (12) WICU*
Gen Mgr - Herbert Stewart
Prog Dir - Don Lick
Film Mgr - John Cook
Sta Rep - Headley-Reed
Network - A,C,D,N

FORT WORTH,TEX. (5) WBAP-TV
Gen Mgr - Geo. Cranston
Comm Mgr - Roy Bacus
Prog Dir - Bob Gould
Film Mgr - Lynn Trammell
Sta Rep - Free & Peters
Network - A,N

GRAND RAPIDS (7) WLAV-TV*
Gen & Comm Mgr-H.M.Steed
Prog & Film Mgr-H.Kaufman
Sta Rep - John Pearson
Network - A,C,N,D

GREENSBORO,N.C. (2) WFMY-TV*
Gen Mgr - Gaines Kelley
Comm Mgr - Robert Lambe
Prog Dir - Gomer Lesch
Film Dir - T. Austin
Sta Rep - Harrington,R&P
Network - A,C,D,N

(more)

* Indicates Station is on the Interconnected Network

(O) Network Owned & Operated

HOUSTON,TEXAS (2) KPRC-TV
Gen Mgr - Jack Harris
Prog Dir - Jack Edmunds
Film Mgr - M. B. Johnson
Sta Rep - Adam Young
Network - A,C,D,N

HUNTINGTON,W.VA. (5)WSAZ-TV
Gen Mgr - M. Rosene
Comm Mgr - L. H. Rogers
Prog Dir - J. H. Ferguson
Film Mgr - James Tweel
Sta Rep - Katz
Network - A,C,D,N

INDIANAPOLIS (6) WFBM-TV*
Gen Mgr - Harry Bitner
Comm Mgr - Wm. Kiley
Prog Dir - Frank Sharp
Film Mgr - Hugh Kibby
Sta Rep - Katz
Network - A,C,D,N

JACKSONVILLE (4) WMBR-TV*
Gen & Comm Mgr-G.Marshall
Prog & Film - P. Acosta
Sta Rep - Avery-Knodel
Network - A,C,D,N

JOHNSTOWN,PA (13) WJAC-TV*
Gen Mgr - A.D. Schrott
Prog & Film - F. Cummins
Sta Rep - Headley-Reed
Network - A,C,D,N

KANSAS CITY (4) WDAF-TV*
Gen Mgr - Dean Fitzer
Comm Mgr - Manne Russo
Prog & Film - Wm. Bates
Sta Rep - Harrington,R&P
Network - A,C,D,N

LANCASTER,PA (4) WGAL-TV*
Gen Mgr - Harold Miller
Sls Mgr - Robert Gulick
Prog Dir - P.Rodenhausen
Film Mgr - J. Walsh
Sta Rep - Robert Meeker
Network - A,C,D,N

LANSING,MICH. (6) WJIM-TV*
Gen Mgr - H.F. Gross
Sta Rep - Headley-Reed
Network - A,C,D,N

LOS ANGELES (7) KECA-TV
Gen Mgr - Frank Samuels
Comm Mgr - W.K. McDaniel
Prog Dir - C.E. Winckler
Film Mgr - George Boggs
Sta Rep - ABC Spot Sales
Network - ABC (O)

(9) KFI-TV
Gen Mgr - Haan J. Tyler
Comm Mgr - K.B. Sweeney
Prog Mgr - Kenneth Higgins
Film Mgr - James H, Love
Sta Rep - Edward Petry

(13) KLAC-TV
Gen Mgr - Don J.Fedderson
Comm Mgr - David Lundy
Prog & Film - Fred Henry
Sta Rep - Katz

(4) KNBH
Gen Mgr - Thom.B.McFadden
Comm Mgr - D.A. Norman
Prog Dir - Robt. V. Brown
Film Mgr - Robt.Guggenheim
Sta Rep - NBC Spot Sales
Network - NBC (O)

(5) KTLA
Gen Mgr - K. Landsberg
Comm Mgr - H.Y. Maynard
Film Mgr - Leland Muller
Sta Rep - Paramount TV
Network - P (O)

(2) KTSL
Gen Mgr - Chas. L. Glett
Comm Mgr - Robt. B. Hoag
Film Mgr - Don Hine
Sta Rep - Blair TV
Network - D

(11) KTTV
Gen Mgr - H. M. Dunham
Sla Mgr - Frank King
Prog Dir - Robt. Purcell
Film Mgr - Tom Corradine
Sta Rep - CBS Radio Sales
Network - C

KALAMAZOO,MICH.(3)WKZO-TV*
Gen Mgr - John Fetzer
Sls Mgr - J.W.O'Harrow
Prog&Film - Edw E. McKean
Sta Rep - Avery-Knodel
Network - A,C,D,N

LOUISVILLE,KY (5) WAVE-TV*
Gen Mgr - Nathan Lord
Comm Mgr - Ralph Jackson
Dir of TV & Film J.Boyle
Prog Dir - Geo. Patterson
Sta Rep - Free & Peters
Network - A,C,D,N

(9) WHAS-TV*
Gen Mgr - Victor Sholis
Sls Dir - Neil Cline
Prog Dir - Harold Fair
Film Mgr - Ed Driscoll
Sta Rep - Edward Petry
Network - C

MEMPHIS,TENN. (4) WMCT*
Gen Mgr - H.W. Slavick
Prog & Film - W. Mount
Sta Rep - Branham
Network - A,C,D,N

MIAMI,FLA. (4) WTVJ
Gen Mgr - Lee Ruwitch
Prog Mgr - Clyde Lucas
Film Mgr - Labe Mell
Sta Rep - Free & Peters
Network - A,C,D,N

MILWAUKEE (3) WTMJ-TV*
Gen Mgr - Walter Damm
Prog Mgr - Jas.Robertson
Film Mgr - Jas. Fitzgerald
Sta Rep - Harrington,R&P
Network - A,C,D,N

MINNEAP-ST.PAUL (5) KSTP-TV*
Gen Mgr - Stan Hubbard
Sls Mgr - M.C. Robertson
Prog Dir - Del Franklin
Film Mgr - Dick Kepler
Sta Rep - Edward Petry
Network - NBC

(4) WTCN-TV*
Gen Mgr - F.Van Konynenburg
Comm Mgr - R.N.Ekstrum
Prog Dir - Judy Bryson
Film Mgr - Harry Jones
Sta Rep - Free & Peters
Network - A,C,D

* Interconnected
(O) Owned & Operated
(#) Channel

(more)

NASHVILLE, TENN. (4) WSM-TV*
Comm Mgr - Irving Waugh
Sls Mgr - C.R. Bramham
Prog Dir - Jack Stapp
Sta Rep - Edward Petry

NEW YORK, N.Y. (5) WABD*
Gen Mgr - Chris Witting
Sls Mgr - Tom Gallery
Prog Dir - Jas.Caddigan
Film Mgr - Andrew Jaeger
Sta Rep - DuM Spot Sales
Network - DuMont (O)

(2) WCBS-TV*
Gen Mgr - Richard Swift
Sls Mgr -- George Dunham
Prog Dir - Richard Doan
Film Mgr - Grant Theis
Sta Rep - CBS Radio Sales
Network - CBS (O)

(7) WJZ-TV*
Gen Mgr - Clarence Doty
Sls Mgr - Earl Salmon
Prog Dir - Alex.Stronach
Film Mgr - Nat Fowler
Sta Rep - ABC Spot Sales
Network - ABC (O)

(4) WNBT*
Gen Mgr - Ted Cott
Sls Mgr - Don Norman
Prog Dir - John Reber
Film Mgr - Beulah Jarvis
Sta Rep - NBC Spot Sales
Network - NBC (O)

(9) WOR-TV
Prog Dir - J.F. Seebach Jr
Sls Dir - Robt C. Mayo
Film - N. Livingston
Sta Rep - WOR Sales

(11) WPIX
Gen Mgr - G.B. Larson
Sls Mgr - Walter Duncan
Prog Mgr - Warren Wade
Film Mgr - Tony Azzato
Sta Rep - Free & Peters

* Interconnected
(O) Owned & Operated

CLASS A HOUR RATES - Pg 10

NEW HAVEN, CONN (6) WNHC-TV*
Gen Mgr - Jas. T. Milne
Comm Mgr - Vince Callanan
Prog Dir - Jean O'Brien
Film Mgr - Vince Callanan
Sta Rep - Katz
Network - A,C,D,N

NEW ORLEANS, LA. (6) WSDU-TV
Gen Mgr - Robert Swezey
Comm Mgr - Louis Read
Prog Dir - Ray Rich
Film Mgr - Rose Wetzel
Sta Rep - Blair TV
Network - A,C,D,N

NEWARK, N.J. (13) WATV
Gen Mgr - I.R. Rosenhaus
Sls Mgr - Edmund Lennon
Prog Dir - George Green
Film Mgr - Robert Paskow
Sta Rep - Weed

NORFOLK, VA (4) WTAR-TV*
Gen Mgr - C. Arnoux
Comm Mgr - John W. New
Prog Dir - Fred Lowe
Film Mgr - Winston Hope
Sta Rep - Edward Petry
Network - A,C,D,N.

OKLAHOMA CITY (4) WKY-TV
Gen Mgr - P. A. Sugg
Comm Mgr - R.E. Chapman
Prog Dir - Paul Brawner
Film Mgr - Keith Mathers
Sta Rep - Katz
Network - A,D,C,N

OMAHA, NEB. (3) KMTV
Gen Mgr - Owen Saddler
Comm Mgr - Howard Peterson
Prog & Film - G. Harris
Sta Rep - Katz
Network - A,C,D

(6) WOW-TV
Gen Mgr - John Gillin
TV Mgr - Joseph Herold
Prog Dir - Lyle DeMoss
Film Mgr - Patricia Flood
Sta Rep - Blair TV
Network - N

PHILADELPHIA (10) WCAU-TV
Gen Mgr - Don.Thornburgh
Sls Mgr - Robt McGredy
Prog Mgr - John McClay
Film Mgr - Helen Buck
Sta Rep - CBS Radio Sales
Network - C

(3) WPTZ*
Gen Mgr - Ernest Loveman
Comm Mgr - A.Dannenbaum, Jr
Film Mgr - Ed Murray
Sta Rep - NBC Spot Sales
Network - N

(6) WFIL-TV*
Gen Mgr - Roger W. Clipp
Sls Mgr - John Surrick
Prog Dir - Herbert Horton
Film Mgr - Walter Tillman
Sta Rep - Katz
Network - A,D

PHOENIX, ARIZ. (5) KPHO
Gen Mgr - E.R. Borroff
Comm Mgr - Gil Lee
Film Mgr - Carl Webster
Sta Rep - Edward Petry
Network - A,C,D,N

PITTSBURGH, PA. (3) WDTV
Gen & Comm Mgr-Don Stewart
Sls Mgr - Larry Israel
Prog Dir - Leslie Arries
Film Mgr - Harry Munson
Sta Rep - DuMont Spot Sls
Network - A,C,D,N

PROVIDENCE, R.I. (11) WJAR-TV*
Gen & Comm Mgr - J.Boyle
Prog Dir - Jas. Orchard
Film Mgr - John Boyle
Sta Rep - Weed
Network - C,N,D

ROCHESTER, N.Y. (6) WHAM-TV*
Gen Mgr - William Fay
Comm Mgr - John Kennedy, Jr
Prog Dir - Chas Siverson
Film Mgr - Dave Manning
Sta Rep - Hollingbery
Network - A,C,D,N

(more)

RICHMOND,VA (6) WTVR*
Gen Mgr - Wilbur Havens
Comm Mgr - Walt.Bowry,Jr.
Prog & Film - C.Rianhard
Sta Rep - Blair TV
Network - N,C,D

ROCK ISLAND,ILL.(4) WHBF-TV *
Gen Mgr - L.C. Johnson
Sls Mgr - Maurice Corken
Prog Dir - Forest Cooke
Film Mgr - F.Cook
Sta Rep - Avery-Knodel

SALT LAKE CITY (4) KDYL-TV
Gen Mgr - S.S. Fox
Comm Mgr - George Provol
Prog Dir - Dan Rainger
Film Mgr - F.C. Eckhardt
Sta Rep - Blair TV
Network - N

(5) KSL-TV
Gen Mgr - C.Richard Evans
Sls Mgr - Frank McLatchy
TV Dir - Lennox Murdoch
Prog & Film - W.Richards
Sta Rep - CBS Radio Sales
Network - A,C,D

SAN ANTONIO (5) KEYL
Gen Mgr - W.B. Miller
Comm Mgr - Sherrill Edwards
Prog & Film - Bill Robb
Sta Rep - Adam Young
Network - D,P

(4) WOAI-TV
Gen Mgr - Hugh Halff
Comm Mgr - Jack Keasler
Prog Dir - J.R. Duncan
Film Mgr - H. Youngblood
Sta Rep - Edward Petry
Network - A,C,N

SAN DIEGO,CAL. (8) KFMB-TV
Gen Mgr - Jack O. Gross
Comm Mgr - W.O. Edholm
Prog & Film - Al Flanagan
Sta Rep - Branham
Network - A,C,N

SCHENECTADY,N.Y. (4) WRGB*
Gen Mgr - R.S. Peare
Sls Mgr - E.P. Weil
Prog & Film - A.G. Zink
Sta Rep - NBC Spot Sales
Network - A,C,D,N

SAN FRANCISCO (7) KGO TV
Gen Mgr - Gayle Grubb
Comm Mgr - V. Francis
Prog Dir - Bloyce Wright
Film Mgr - Nancy McDuff
Sta Rep - ABC Spot Sls
Network - ABC (O)

(5) KPIX
Gen Mgr - P.G. Lasky
Prog & Film - A. Healy
Sta Rep - Katz
Network - C,D

(4) KRON-TV
Gen Mgr - Chas. Theriot
TV Dir - Harold See
Film Mgr - A. Constant
Sta Rep - Free & Peters
Network - N

SEATTLE,WASH. (5) KING-TV
Gen Mgr - Hugh Feltis
Comm Mgr - Al Hunter
Prog & Film - L.Schulman
Sta Rep - Blair TV
Network - A,C,D,N

ST.LOUIS (5) KSD-TV
Gen Mgr - Geo.Burbach
Comm Mgr - Guy Yeldell
Prog Dir - Harold Grams
Film Mgr - Keith Gunther
Sta Rep - Free & Peters
Network - A,C,D,N

SYRACUSE,N.Y. (8) WHEN*
Gen Mgr - Paul Adanti
Comm Mgr - William Bell
Prog Dir - Edward Roden
Film Mgr - Lisle Conway
Sta Rep - Katz
Network - A,C,D

(5) WSYR-TV*
Gen Mgr - F.R.Vadeboncoeur
Comm Mgr - William Alford
Prog & Film - W.Rothrum
Sta Rep - Headley-Reed
Network - N

TOLEDO, OHIO (13)WSPD-TV*
Gen Mgr - E.Y. Flanigan
Prog Dir - Glenn Jackson
Film Mgr - E. Phillips
Sta Rep - Katz
Network - A,C,D,N

TULSA,OKLA. (6) KOTV
Gen Mgr - Maria Alvarez
Comm Mgr - John Hill
Prog Dir - Ronald Oxford
Film Mgr - Don Thompson
Sta Rep - Adam Young
Network - A,C,D,N

UTICA,N.Y. (13) WKTV
Gen Mgr - Michael Fusco
Film Mgr - Michael Fusco
Sta Rep - Cooke
Network - A,C,D,N

WASHINGTON,D.C.(7) WMAL-TV
Gen Mgr - K.H. Berkeley
Comm Mgr - Ben Baylor Jr
Prog Dir - Charles Kelly
Film Mgr - J. Hoskinson
Sta Rep - ABC Spot Sales
Network - A

(5) WTTG
Gen Mgr - Walter Compton
Comm Mgr - Harold Sheffers
Prog Dir - Roger Coelos
Film Mgr - Jules Huber
Sta Rep - Harrington R&P
Network - DuMont (O)

(4) WNBW
Gen Mgr - Wm. McAndrews
Sls Mgr - Chas de Lozier
Prog Dir - Ralph Burgin
Film Mgr - George Dorsey
Sta Rep - NBC Spot Sales
Network - NBC (O)

(9) WTOP-TV*
Gen Mgr - Eugene Thomas
Comm Mgr - Wm. Murdock
Prog & Film- James McMurray
Sta Rep - CBS Radio Sales
Network - C (O)

WILMINGTON,DEL.(7) WDEL-TV*
Gen Mgr - J.Gorman Walsh
Sls Mgr - J.Robert Gulick
Prog & Film - J. Ashstead
Sta Rep - Meeker
Network - D,N

* Interconnected

(O) Owned & Operated

CLASS A HOUR RATES ON P. 10
TV DATA CHART

AMERICAN BROADCASTING COMPANY

WJZ-TV(Ch 7)

Offices: 30 Rockefeller Pl. CI 7-5700
Studios: 7 West 66th St. TR 3-7000
Ritz Thr 219 West 48th St. CI 7-5700
Vanderbilt 148 West 48th St.
Elysee Thr 202 West 58th St.

EXECUTIVES

Mark Woods - Vice Ch'man Bd of Dir
Robert Kintner - Network President
Paul Mowery - Natl Dir of Prog Sales
Robert Saudek - VP Public Affairs
Thomas Velotta - VP News & Specl Events
Leo Jahncke - VP Station Relations
Burke Crotty - Executive Producer
Charles Holden - TV Production Mgr
Richard Rawls - Station Relations
Slocum Chapin - Eastern TV Sales Mgr
Earl Mullin - Publicity Director
Arthur Donegan - Asst Mgr, TV Press

WJZ-TV

Clarence Doty - General Manager
Earl Salmon - Sales Manager

PRODUCTION HEADS

Alex Stronach - Natl Dir, TV Prog
Harold Morgan - Natl Dir, TV Oper
Ward Byron - Production
Anthony Hennig - Business Mgr
Nat Fowler - Film Director
Robert Holland - Mgr Film Services
James McNaughton- Art Director, Sets
Ted B. Sills - Production Sup'r

DIRECTORS

Charles Bishop
Marshall Diskin
Robert Doyle
Court Steen
Richard Depew
Fred Carr
Babette Henry
Edward Nugent
Alex Segal

ASSOCIATE DIRECTORS

Leslie Gorall
Herman Liveright
Edward Nathanson
Seymour Robbie
Murdock Pemberton
Walter Seldon
Roger Shope
Jeffrey Hayden
Priscilla Lombard
Perry Smith
Gertrude Tipper
Charles Russhon
Carl Shain

DUMONT TELEVISION NETWORK

WABD(Ch 5)

Offices: 515 Madison Ave MU 8-2600
Studios: Wannamaker's, Astor Pl.
Adelphi Thr 150 West 54th St.
Ambassador 215 West 49th St.

EXECUTIVES

Mortimer W. Loewi - Director of Network
Chris J. Witting - General Manager
Tom Gallery - Director of Sales
James Caddigan - Dir of Prog & Prod
Les Arries - Dir Sports-SpeclEvent
Robert Jamieson - Mgr Station Relations
Gerald Lyons - Dir Pub Relations
Rodney D. Chipp - Dir Engineering
Edward Carroll - Mgr TV Transcriptions
Mel Goldberg - Network Research
Jack C. Lewis - Sales Prom, Adv Dir
George Faust - Network Traffic Mgr
Andrew Jaeger - Film Dept Mgr
Walter Compton - Mgr WTTG Wash'ton DC
Donald Stewart - Mgr WDTV, P'burgh Pa

DIRECTORS

Frank Bunetta
Pat Fay
Don Rosenquest
Richard Sandwick
Edward Saulpaugh
Jim Fitzgerald
Wesley Kenny
William Marceau
Paul Rosen
Arnold Nocks
Larry White
Harry Coyle
Barry Shear

WPIX(Ch 11)

Offices, Studios: 220 E 42 St. MU 2-1234

EXECUTIVES

G. Bennett Larson - General Manager
Walter Duncan - Sales Manager
Thomas Howard - Chief Engr
L.A. Hollingsworth - Public Relations
Charles Sinclair - Publicity

PRODUCTION

John McClay - Dir of Operations
Warren Wade - Program Manager
Ardien Rodner - Production Mgr
Tony Azzato - Film Dept Head

DIRECTORS

Lou Florence
Lou Ames
Bud Gammon
Pete Molnar
Jack Murphy
Ted Estabrook
Bob McCahon

COLUMBIA BROADCASTING SYSTEM

WCBS-TV(Ch 2)

Offices: 485 Madison Ave PL 5-2000
Studios: 15 Vanderbilt Ave
Liederkrantz Hall, 111 E 54 St
Thtr #3 1697 Bway Thtr #58 841 9th Ave
" #51 109 W 39 St " #59 256 W 57 St
" #52 254 W 54 St " #60 1947 Bway
" #57 109 St & 5th

EXECUTIVES

William S. Paley	- Chairman of Board
Frank Stanton	- Network President
William Gittinger	- Asst to President
Hubbell Robinson	- VP Programs
J.L. VanVolkenburg	- VP Sales
Frank Falknor	- VP Prog Oper
Charles Underhill	- Gen Mgr CBS-TV-NY
Harry Ackerman	- Exec Head Prod
David Sutton	- Genl Sales Mgr
Allan Parr	- TV Program Mgr
Richard Redmond	- Dir CBS-TV Genl Opr
Edmund Chester	- News Director
Red Barber	- Sports Director
George Crandall	- Press Info Dir

PRODUCTION

Harry G. Ommerle	- Dir CBS-TV Programs
Jerome Danzig	- Assoc Dir TV Prog
Henry White	- Bus Mgr Net Prog
Herbert Sanford	- Asst TV Prog Dir
Jerome Horwin	- Story Dept Mgr
Hal Meier	- Prog Co-ordinator
Robert Bendick	- Specl Events Dir
Paul Wittlig	- Mgr Tech Oper
Jackson Green	- Sup'r Scenic Design
John DeMott	- Special Effects
Richard Rychtarik	- Scenic Designer
Robert Fryer	- Casting Director
H. Grant Theis	- Mgr Film Service
John Hundley	- Prog Service Mgr

SALES DEPARTMENT

Kingsley Horton	- Asst Gen Sales Mgr
Arthur Duram	- TV Market Research
G.J. Arkedis	- Western Sales Mgr

CASTING

Robert Fryer	- Casting Dir
Archer King	- Asst Casting
Michael Mead	- Asst Casting

PRODUCERS

Worthington Miner (Mgr CBS-TV Prog Devel)
Marlo Lewis William N Robson

PRODUCER-DIRECTORS

Judson Bailey	Robert Bleyer
Yul Brynner	Frances Buss
Alan Dinehart	Hal Gerson
Walter Hart	Franklin Heller
Don Hewitt	Theodore Marvel
Ralph Nelson	Rai Purdy
Dan Levin	Jerome Schnur
Ted Post	Curt Conway
Peter Fry	George Gould
Jay Gorney	Lloyd Gross
Benedict Magnes	Herbert Hirschman
Paul Nickell	Byron Paul
John Peyser	Ken Redford
David Rich	Don Richardson
Fred Rickey	Martin Ritt
Frank Satenstein	Robert Stevens
Herbert Sussan	Leonard Valenta
John Wray	C. de Bruyn Schimmel
Lela Swift	Alexis Thurn-Taxis

ASSOCIATE DIRECTORS

Ib Melchior	Sidney Lumet
Richard Saunders	Robert Mulligan
Steve Schuer	Saunders Thomas
Jay Martin	Jack Lubell
Frank Musiello	Andrew McCullough
Jud Whiting	Paul Alter
John Baird	Johnny Desmond
Charles Fremd	Roy Fowler
Joseph Gratz	Matt Harlib
Nelson Gross	Charles Mortimer
Allen Reisner	Al Feldman

WCBS-TV

Richard Swift	- General Mgr
George Dunham	- Sales Manager
Richard Doan	- Program Mgr
Robert Patt	- Sales Prom, Adv Dir
M.H. Le Blang	- Asst Sales Prom Dir
Jack Lescoulie	- Asst TV Prog Dir
Bill Allyn	- Producer-Director
Ned Cramer	- Producer-Director
Frank Harms	- Producer-Director
Rick Leighton	- Producer-Director

NATIONAL BROADCASTING COMPANY

WNBT(Ch 4)

Offices: 30 Rockefeller Pl. CI 7-8300
Studios: 30 Rockefeller Pl.
105-55 106th St.
Center Thr 1260 Sixth Ave.
International 5 Columbus Circle
Hudson Thr 141 West 44th St.

EXECUTIVES

Niles Trammell	- Chairman of Board
Joseph McConnell	- President
Charles R. Denny	- Exec VP
O.B. Hanson	- VP, Chief Engr
R.E. Shelby	- Dir TV Tech Oper
Carleton D. Smith	- Dir TV Operations
Fred Shawn	- Dir Prod Services
Robert Wade	- Mgr Staging Serv
Sheldon Hickox	- Dir TV Station Rel
George H. Frey	- Dir TV Net Sales
Robert H. Sarnoff	- Mgr TV Prog Sales
Edward Hitz	- TV Eastern Sales
M. Elwell	- Art Director
Sidney Eiges	- VP Charge of Press
Josef Dine	- Dir Press
Allan Kalmus	- TV Manager
Edward L. Munson	- Dir Film Dept
James Nelson	- TV Prom, Adv Mgr
Robert McFadyen	- Mgr TV Sales Plan

PRODUCTION

S.L. Weaver	- TV VP
Robert Montgomery	- Exec Producer
Frederic Wile, Jr.	- Dir TV Prodn
Carl Stanton	- Tlnt, Prog Procurt
Ernest Walling	- TV Program Mgr
Francis McCall	- News, Specl Events
Adolph J. Schneider	- Mgr Operations
Fred Coe	- New Prog Develop
Leonard Hole	- TV Production
Merritt Barnum	- TV Commc'l, Plan
Leroy Passman	- Asst Prod Mgr

PRODUCERS

Richard Berger	William Garden
Geogre McGarrett	Danny Dare
Norman Felton	Roger Muir
Herbert Swope, Jr.	Hudson Faussett

DIRECTORS

Charles Polacheck	Peter Adler
Craig Allen	William Corrigan
Gordon Duff	Clark Jones
Hal Keith	Lewis Brown
Richard Clemmer	John Mills
Grey Lockwood	Delbert Mann
Albert McCleary	Kingman T. Moore
Alan Neuman	Robert Rippen
Douglas Rodgers	Lawrence Schwab
Garry Simpson	John Dillon
Vincent Donehue	Jacques Hein
Edgar Kahn	Charles Marvin
Paul Monroe	Richard Schneider

ASST DIRECTORS

Don Hillman	Norman Morgan

WNBT

Ted Cott	- Mgr WNBT (&WBNC-FM
Berry Long	- Dir of Sales
Ivan Reiner	- Program Mgr
Jay Heiten	- News, Specl Events
Leonard Safir	- Adv, Prom Mgr
Schuyler Chapin	- Dir Press, News
John Reber	- Sales Manager

WNBT DIRECTORS

Howard Davis	Alfred Scott
John Chapin	William Harbach
Dwight Hemion	

WOR-TV(Ch 9)

Offices: 1440 Broadway LO 4-8000
Studios: 20 West 67th St.
New Amsterdam Roof Thr 214 West 42nd St.

EXECUTIVES

Theodore Streibert	- President
J.R. Poppele	- VP, Engineering
Julius Seebach, Jr	- VP, Chg of Prog
R.C. Maddux	- VP, Sales
Robert Mayo	- Sales Mgr WOR-TV
Norman Livingston	- Dir, Comm'l Prog
Joseph Creamer	- Adv & Promotion
Robert Hoffman	- Research Director
Robert Blake	- Publicity Dir
Barbara Frost	- Publicity

PROGRAMMING

Donald Hamilton	- Mgr, Prog Oper
Robert Simon	- Mgr, Continuity
William Riddle	- Film Dept Head
Sylvan Levin	- Music Director
Irving Pasternack	- Art Director
R.J. O'Connor	- Sports Dir
Roy Meredith	- Sports Prod Mgr
Newland Smith	- TV Fax Engr
Roger Bower	- Director
Mende Brown	- Director

ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS **

(Addresses In Front Directory -- See Program Index For Times & Stations)

AGENCY & PERSONNEL	SPONSOR	PROGRAM
ANDERSON, DAVIS & PLATTE		
Victor Seydel - Dir of TV	C.H. Masland Rugs	At Home Show
Michael James - Asst Dir		
N. W. AYER		
James Hanna - VP, Radio & TV	Atlantic Refining	Ivy League Football
Thomas McDermott - Time, AM, TV Mgr	Sealtest	Kukla, Fran & Ollie
Edgar Sisson - AM, TV Production	Gordon Baking Co.	Hopalong Cassidy
David Gudebrod - Motion Pictures		
Don McClure - Superv TV Production		
TED BATES		
Thomas Harrington - Dir AM & TV	Colgate TP,Palmolive	Colgate Comedy Hour
Jay Clark - Producer	Colgate Toothpaste	Howdy Doody
Allan Dingwall - Producer	Minute Maid	Kate Smith
Vincent Rowe - Dir TV Talent Dept		
Michael Levin - Commercials Dir		
B.B.D.&O.		
C.H. Brower - Exec VP Creative Srvs	American Tobacco	Lucky Strike Theater
Arthur Pryor, Jr - VP, Radio & TV	American Tobacco	This Is Show Biz
Herb West - Head of TV Dept	American Tobacco	Hit Parade (summer)
James Bealle - New Programs	American Tobacco	Roller Derby
Jack Denove - TV Production	Armstrong Cork	Armstrong Circle Thr
Hugh Rogers - TV Exec Producer	De Soto Dealers	You Bet Your Life
John Thomas - TV Account Service	General Mills	Betty Crocker Show
Tom Wright - TV Film	B.F. Goodrich	Celebrity Time
Robert Foreman - TV Commercials	Minnesota Mining	NBC's Sat.Night Rev
Frank Silvernail - Time Buyer	Wildroot	NBC's Sat Night Rev
Theodora Anderson - TV Research		
William Maloney - TV Publicity		
BENTON & BOWLES		
Walter Craig - VP, Radio & TV	Maxwell House	Mama
Herb Leder - Dir of TV	Crosley	Show of Shows
William Vallee - TV Tech Dir	P & G's Tide	Musical Comedy Time
Hoyt Allen - Director	Best Foods	Penthouse Party
Oliver Barbour - Director	Arnold Bakers	Robert Q. Lewis
Charles Fisher - Director	Post Cereals	Hopalong Cassidy
Murray Bolen - Dir Live TV	Best Foods	Josephine McCarthy
	Arnold Bakers	Life Begins at 80
BERMINGHAM, CASTLEMAN & PIERCE		
John McNeil - Director of TV		
John Finlay - Asst Dir TV		Local Shows Only
BIOW		
Tom Revere - Dir Radio & TV	Philip Morris	Truth Or Consequenc
Arthur Napoleon - Producer	Philip Morris	Horace Heidt
Frank Higgins - Program Supervisor	Pepsi-Cola	Faye Emerson Show
Lucille Webster - Talent		
John E. Kucera - AM, TV Time Buyer		

** As of October

ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS **
(Addresses In Front Directory -- See Program Index For Times & Stations)

AGENCY & PERSONNEL	SPONSOR	PROGRAM
BLAINE-THOMPSON		
Albert Lesser - Exec VP of TV		Local Shows Only
Hugh Benson - Talent		
BOBLEY		
Edward Bobley - Dir of TV		Local Shows Only
BRISACHER, WHEELER & STAFF		
Arthur Wise - TV Production		Local Shows Only
Darrell McCain - TV Time Buyer		
BRANDFORD		
Frances Pinkett - TV Dir		Local Shows Only
BROOKE, SMITH, FRENCH & DORRANCE		
Thayer Ridgway - Exec VP TV	Ironrite Corp	H'wood Screen Test
Harry Pengel - VP, Media Dir	Hudson Motors	Billy Rose
	Regent Cigarettes	Leave To The Girls
FRANKLIN BRUCK		
M.J. Kleinfeld - TV Dir	Food Stores Corp	Star Time
Stan Lee - Dir TV Productions	W.H. Johnson Candy	Captain Video
BUCHANAN		
William Smith - TV Dir	Lionel Trains	Joe DiMaggio
LEO BURNETT		
William McIlvain - East B'cast Mgr	Buster Brown Shoes	Smilin' Ed McConnell
Frank W. Dodge - Dir TV Production	Minnesota Canning	Art Linkletter Show
CALKINS & HOLDEN, McCLINTON, CARLOCK, & SMITH		
Harold McClinton - Dir AM, TV	Van Camp	Little Show-J.Conte
Lindsay MacHarrie - AM, TV Prod'n	Prudential	Prudential Family Th
Thomas Young - Media Dir		
CAMPBELL-EWALD		
Winslow Case - VP, Radio & TV	Chevrolet Dealers	Famous Jury Trials
Leo Langlois - Dir TV Production	Chevrolet Motors	Notre Dame Football
Tom Hanlon - Dir TV Remotes	DuMont Telesets	Madison Sq. Garden
Robert Crooker Jr - TV Time Buyer		
Alice Polver - Program Superv		
William Ballinger - Program Superv		
John Coleman - Program Superv		
Don Tompkins - TV Commercials		
CECIL & PRESBREY		
William C. Patterson - Actg Dir TV	Electric Auto-Lite	Suspense
Joseph Lamneck - Production Chief	Block Drug	Danger
Phil Thompson - Copy Chief	Nestle Candy	Mr. I.Magination
Harry Parnas - Media Dir	Nescafe	Take A Chance
Franklin Brill - Publicity	Sylvania Electric	Beat The Clock
VPs - TJ Maloney, David G. Lyon	Bymart (Tintair)	Teller of Tales
	Bond Street Tobacco	Sports Parade

** NETWORK SHOWS ONLY

AS OF OCTOBER '50

ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS **
(Addresses In Front Directory -- See Program Index For Times & Stations)

AGENCY & PERSONNEL	SPONSOR	PROGRAM
CAYTON		
Allan Black - TV Dir	Chesebrough	Greatest Fights
Margaret Eaton - Asst TV Dir		
ARNOLD COHAN		
Arnold Cohan - TV Dir		Only Local Shows
Muriel Opell - Asst TV Dir		
COMPTON		
Lewis Titterton - VP, Radio & TV	Procter & Gamble	Fireside Theater
Brewster Morgan - Mgr TV Programs		
Lloyd Durant - Mgr TV Commercials		
Ted Bell - News Programs		
CUNNINGHAM & WALSH		
William Reydel - VP	Chesterfield	Godfrey & Friends
R.R. Newell - VP	Chesterfield	Perry Como Show
John Sheehan - Dir TV & Radio		
Randy Dunnell - Dir TV & Radio		
Kenneth Vincent - TV Art Dir		
Lee Cooley - Producer		
DANCER-FITZGERALD-SAMPLE		
Adrian Samish - VP, Radio & TV	General Mills	Life With Erwins
Storrs Haynes - Asst Dir AM & TV	General Mills	Lone Ranger
Chet Kulesza - Dir Commercials	P & G Dreft,Cxydol	Beulah
Erline Wallace - Casting Dir	Sterling Drug	OKay Mother
	Sterling Drug	Sing It Again
D'ARCY		
Paul Louis - Dir Radio & TV	Budweiser	Ken Murray
Marek Windheim - Asst Dir AM & TV		
DOHERTY, CLIFFORD & SHENFIELD		
Chester MacCracken - VP, AM & TV	Bristol-Myers	Break The Bank
Rodney Albright - TV Production	Bristol-Myers	Lucky Pup
Helen Wilbur - AM, TV Buyer		
DONAHUE & COE		
A. Carl Rigrod - Dir AM, TV & Films		Local Shows Only
Evelyn Jones - AM, TV Time Buyer		
DORLAND		
Howard Barnes - Dir Radio & TV	Arthur Murray	Party Time
DUANE JONES		
Gerry Martin - TV Dir	Sweetheart Soap	One Man's Family
ROY S. DURSTINE		
Hubert Wilke - Dir Radio & TV		Local Shows Only
Bergi Boe - Mgr AM, TV Depts		

ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS **
(Addresses In Front Directory -- See Program Index For Times & Stations)

AGENCY & PERSONNEL	SPONSOR	PROGRAM
ELLINGTON		
Hal James - Dir Radio & TV		Local Shows Only
ERWIN, WASEY		
C.H. Cottington - VP, Radio & TV	Harvester Cigars	The Plainclothesman
Richard Eastland - Dir of TV	Carnation Milk	Burns & Allen
Raymond Simms - Time Buyer		
WILLIAM ESTY		
Kendall Foster - VP, Dir of TV	Camels	Vaughn Monroe Show
Samuel Northcross - Dept Mgr	Camels	Man Against Crime
W.G. Martin - Net & Sta Relations	Camels	News Caravan
Stanley Lomas - Production Chief	M & M Candy	Super Circus
Catherine Zanthos - Asst Prod'n		
William Stuart - Script Ed		
Max Wylie - Script Ed		
Charles Russell - Producer		
Charles Campbell - Casting Dir		** NETWORK SHOWS ONLY AS OF OCTOBER
Don Severn - Budget Control		
Melville Burke - Director		
Don Appell - Director		
FEDERAL		
Francis Barton, Jr - VP, AM & TV		Local Shows Only
Eleanor Larsen - Asst AM & TV Dir		
Penelope Simmons - AM, TV Time Buyer		
FOOTE, CONE & BELDING		
Roger Pryor - Dir of TV	Emerson Radio	The Clock
George Wolf - Asst TV Dir	Armour & Co	Stars Over H'wood
Lillian Selb - AM, TV Time Buyer	Frigidaire	Comedy Hour
	Int'l Latex	Look Your Best
GARDNER		
Roland Martini - VP, Radio & TV		Local Shows Only
GETSCHAL & RICHARD		
Budd Getschal - Dir of TV		Local Shows Only
Richard Ash - Asst TV Dir		
GEYER, NEWELL & GANGER		
Frederick Long - Dir Radio & TV	Nash	Nash Airflyte Thtr
George Zachary - Asst Dir AM & TV	Kelvinator	Star Of The Family
Bob Simpson - Exec Producer		
Tom Hicks - Exec Producer		
GIBRALTAR		
Charles Basch - Dir of TV	Bonafide Mills	Versatile Varieties
Frances Scott - Producer		
GRANT		
Samuel Gallu - Dir of TV	Mars Candy	Howdy Doody
	Ovaltine	Howdy Doody

ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS **
(Addresses In Front Directory -- See Program Index For Times & Stations)

AGENCY & PERSONNEL	SPONSOR	PROGRAM
GREY		
John Wyatt - Dir AM, TV & Film	Ronson	Twenty Questions
Barbara Jones - AM, TV & Film Sup	Bond Clothes	Hands of Mystery
GUNN-MEARS		
Mel Mohr - Dir Radio & TV		Local Shows Only
HEWITT, OGILVIE, BENSON & MATHER		
Louis Ergmann - Dir of TV	Sun Oil Co	Pro Football
	Sun Oil Co	Pro Football Highlts
HICKS & GREIST		
Peter Krug - Dir of TV		Local Shows Only
HUBER HOGE		
William Riley - Dir TV & Radio		Local Shows Only
Dave Davidow - Asst Dir TV		
CHARLES HOYT		
W.P. Smith - Dir Radio & TV		Local Shows Only
HUTCHINS		
H. Pierson Mapes - VP, AM & TV	Philco	Philco Playhouse
James Burton - Asst Dir TV	Philco	Don McNeill TV Club
Ira Skutch - Producer		
KASTOR, FARRELL, CHESLEY & CLIFFORD		
Jack Peter - VP, Media Dir	Blatz Beer	The Roller Derby
Jules Bundgus - Dir AM & TV		
John Cleary - Producer		
KENYON & ECKHARDT		
William Chalmers - VP, Radio & TV	Ford Motors	Ford Theater
Sylvan Taplinger - Talent, AM, TV	Lincoln-Mercury	Toast of the Town
Garth Montgomery - Dir of TV	Kellogg	Space Cadet
Allen Ducovny - TV Production	Kellogg	Howdy Doody
Ray Wagner - TV Production	Magnavox	Magnavox Theater
Leonard Carlton - Dir of AM		
Donald Maggini - Mgr, Film Dept		
Thos. K. Carpenter - Comm'l Mgr		
Philip C.Kennedy - AM, TV Time Buy		
Edward Scovill - AM, TV Bus Mgr		
KLORES & CARTER		
Harry Carter - Pres, Dir of TV		
Bernard Glascow - TV Art Dir		
S. C. Klores - TV Acc't Exec		
S. B. Harris - TV Acc't Exec		Local Shows Only
C. J. LA ROCHE		
J. L. Washburn - Dir of TV		Local Shows Only
Sally S. Mansfield - TV Time Buyer		

** NETWORK SHOWS ONLY AS OF OCTOBER

ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS **
(Addresses In Front Directory -- See Program Index For Times & Stations)

AGENCY & PERSONNEL	SPONSOR	PROGRAM
KUDNER		
Myron P. Kirk - VP, AM & TV	Admiral Corp	Lights Out
Frank Harting - Ass't to Mr. Kirk	Texas Co	Texaco Star Theater
Albert Reibling - Bus Mgr	Admiral Corp	Stop the Music
John Marsich - Time Buyer	U.S.Tobacco	Martin Kane
Edmund Cashman - Producer		
William Templeton - Producer		
Mickey Alpert - Casting		** NETWORK SHOWS ONLY AS OF OCTOBER
Ed Sutherland - Producer-Dir		
Bunny Coughlin "		
Hugh Brown "		
Frank Burns & J T Ellis "		
AL PAUL LEFTON		
Carl Mark - Consulting Dir, TV, AM		Local Shows Only
Alan Lampe - TV,AM Writer & Prod		
Al Petcavage - Time Buyer		
LENNEN & MITCHELL		
Nicholas E.Keesely - VP, AM & TV	Old Gold	Original Amateur Hr
Larry Holcomb - TV Production	Old Gold	Stop the Music
Clark Agnew - TV Art Director	Tidewater Oil	George Putnam
Pete Keveson - VP, AM, TV Copy		
Frank Daniel - AM,TV Time Buyer		
Bernard McDermott - Traffic Mgr		
MANHATTAN ADVERTISING		
Robert V.Colodzin - TV Dir		Local Shows Only
MARSCHALK & PRATT		
Edward J. Whitehead - Dir of TV	Esso	Alan Young Show
J.M. MATHES		
Read H. Wight - AM, TV Dir	Canada Dry	Super Circus
Edna S. Cathcart - AM, TV Time Buy	Luden's	Sing it Again
MAXON		
S.J. Andrews - AM & TV Dir	Snowcrop	Show of Shows
	Peter Paul	Hank McCune Show
	Gillette	Sports Programs
MC CANN-ERICKSON		
Thomas Lane - VP, Radio & TV	Westinghouse	Studio One
Charles Wolfe - AM & TV Copy	Congoleum Nairn	Garroway at Large
Frank Bibas - Dir Motion Pictures	Chrysler Motors	Treasury Men In Action
William Duffy - TV Art Dir	Columbia Records	The Show Goes On
Al Scalpone - Dir AM & TV	American Safety Razor	The Show Goes On
	Esso	Football Games
HUBERT L. MIHIC		
Leo P. Murray - TV Consultant		Local Shows Only

ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS **
(Addresses In Front Directory -- See Program Index For Times & Stations)

AGENCY & PERSONNEL	SPONSOR	PROGRAM
C. L. MILLER		
G. V. Carhart - AM & TV Dir		Local Shows Only
Rita Driscoll - Ass't Dir		
EMIL MOGUL		
Ely Landau - TV Dir & Time Buyer	Knomark	Hold That Camera
MOORE & HAMM		
Rosita Seale - TV Time Buyer		Local Shows Only
MOSS ASSOCIATES		
Arnold O. Leeds - Dir of TV		Local Shows Only
PARIS & PEART		
Paul Danielson - Dir of TV		Local Shows Only
Patrick Petrino - Time Buyer		
PECK		
Arthur Daly - Dir of TV	Premier Foods	Rumpus Room
Donald Blauhut - Prog Super, Time Buy		
Harriet Kolchin - Ass't Time Buy		
PEDLAR & RYAN		
Wilfred Roberts - Dir of TV & AM	P & G's Camay	Musical Comedy Time
PHILBIN, BRANDON & SARGENT		
Ewing R. Philbin - Pres, Res Dir		Local Shows Only
C.D. Sargent - VP, Creative Super		
A.D. Coan - Time Buyer, Production		
C.R. Gibson		
PRODUCT ADVERTISING CORP		
Milton Douglas - Dir of TV	Druggists of America	Cavalcade of Bands
Ben Piermont - TV Casting Dir	Druggists of America	Cavalcade of Stars
FLETCHER D. RICHARDS		
John S. Davidson - VP, Dir TV & AM		Local Shows Only
RUTHRAUFF & RYAN		
Willson Tuttle - VP, AM & TV	General Shoe	Acrobat Ranch
Grant Y. Flynn - VP, TV	American Safety Razor	College Bowl
Thos. G. Slater - VP, TV	Pharma-Craft	College Bowl
	Dodge Motors	ANTA Showtime USA
	Lever Brothers	Big Town
	Quaker Oats	Zoo Parade
	Wrigley Gum	Gene Autry
SHERMAN & MARQUETTE		
Stuart Ludlum - Dir TV & AM	Halo, Ajax	Colgate Comedy Hr
	Quaker Oats	Gabby Hayes Show

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ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS**
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AGENCY & PERSONNEL	SPONSOR	PROGRAM
STERNFIELD & GODLEY		
Samuel I. Godley - Partner		Local Shows Only
STOCKTON, WEST, BURKHART		
Richard M. Dunn, Mgr of AM & TV	Gruen	Blind Date
SULLIVAN, STAUFFER, COLWELL & BAYLES		
Phillip H. Cohen - VP	Pall Mall	Big Story
Richard R. Uhl - Producer	Speidel	What's My Name
Thomas Veitor - Producer	Carter Prods	Sing It Again
A.K. Spencer - TV Supervisor		
J.J. Van Nostrand - Producer		
J.D. TARCHER		
Robert W. Kelly - Dir of AM & TV		Local Shows Only
J. WALTER THOMPSON		
John U. Reber - VP, AM & TV	Lever Brothers	Lux Video Theatre
Howard Reilly - Dir of TV	Ballantine	Believe it or Not
Linnea Nelson - AM,TV Time Buyer	Kraft Prods	Kraft Theater
Virginia Spragle - Talent Buyer	RCA Victor	Kukla, Fran & Ollie
	Ford Dealers	Kukla, Fran & Ollie
	Ford Dealers	Kay Kyser
TURNER, LEACH		
Franklyn W. Dyson - VP, AM & TV	Mason Mints	Chester, The Pup
VINLAW		
Gerald Law - Dir of TV		Local Shows Only
WILLIAM WARREN		
Steven P. Jackson - Dir of TV		Local Shows Only
Conrad W. Mikorenda - Ass't Dir TV		
WARWICK & LEGER		
Tevis Huhn - Dir of TV	Pabst	Boxing (CBS)
Don Gibbs - Prog Supervisor		
WEINTRAUB		
N.E. Kersta - VP, Radio & TV	Anchor-Hocking	Broadway Open House
N. Ray Kelly - Exec Ass't to VP	Air-Wick	I Cover Times Square
Theo. F. Gannon - Exec Producer	Kaiser-Frazer	Ellery Queen
Gladys York - Chief Time Buyer		
WEISS & GELLER		
Ernie Byfield Jr - Dir of TV	Maiden Wine	Can You Top This
E. B. WILSON		
John A. Lamb - Dir of TV		Local Shows Only

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AGENCY & PERSONNEL	SPONSOR	PROGRAM
YOUNG & RUBICAM		
Everard Mead - VP, Dir AM & TV	Dictaphone Corp	Manhattan Spotlight
Roland Gillette - VP, AM & TV Prod	Gulf Oil	We, The People
David Levey - VP, Chg of Talent	General Foods-Jell-O	The Aldrich Family
Rod Erickson - Mgr AM & TV	General Foods-Sanka	The Goldbergs
William H. Brown - Director	Packard Motors	Holiday Hotel
Robert Leadley - Director	Lipton's Tea	Talent Scouts
Beverly Smith - Director	General Electric	Fred Waring
Preston Wood - Director	Schlitz	Pulitzer Prize Play
Ed Duerr - Supervisor	Goodyear Rubber	Paul Whiteman Revue
Karl Schullinger - Supervisor		
Dan Seymour - Supervisor-Editor		
Lee Strahorn - Supervisor-Producer		
James Sheldon - Producer-Director		
Frank Telford - Producer-Director		
John Swayze - AM & TV Commercials		

TALENT FEES

The current negotiations between the various talent unions and the broadcasters makes a complete analysis of talent fees impractical at this time, since new scales and minimums are sure to be arrived at imminently. For that reason, we plan to publish a comprehensive survey of talent fees in the very near future, just as soon as the situation is clarified. Herewith are presented some generalities, by way of guidance. For more complete information, we refer you to the respective Labor Unions (see Pg 7 for addresses and contacts).

MUSICIANS - LOCAL 802 NY

	Rehearsal per hr	Telecast - Hr	½Hr	Doubling	Leader	Simulcast	If Made-up
Network	$7.13	$21.85	$17.10	add$2.85	Double	AM +$15	$6
Local	6.38	19.55	15.30	add$2.55	Double	AM +$15	6

Staff - Network: 25 hour week, sust and/or comm - $181.87.....sustain only - $144.2
Staff - Local: 25 hour week, sust and/or comm - $161.67.....sustain only - $128.1

Arrangers - Staff: $159 wk minimum; Free-lance: $2-350 wk; $50-75 Stocks;$2-300 Spec'l

Set Designers - Staff: $145 wk minimum; Sc Artists, $105; Free-Lance: $175min, $250 a

Costume Designer - Staff: $126.75 wk min; Finders, $100; Free-Lance: $126.25 min/show

Average Fees:	Producer	Director	Writer	Star	Name	Support	Bit
1 Hr Drama	$500	$300-500	$300-700	$10-1500	$ 750	$300-500	$100-200
½ Hr Drama	350	200-500	200-500	300-750	500	150-300	75-150
Situation Com.	350	200-300	200-500	500-750		250-350	75-200
1 Hr Variety	1000	300-500	250-350*	3500-?	1-2000	250-500	100-250
½ Hr Variety	350	200-300	200-300*	1-2000	500-1000	250-350	100-250
Daytime Strip	250	150-200	150-200	250-500		150-250	100-200
Evening Strip	350	200-300	200-300	500-1000		150-250	100-200
Forum - Panel	250	150-200	150-200	350-500	350-500	150-250	
Audience Part.	350	200-250	200-300*	350-750		200-350	100-200
Children's Strip	300	150-250	150-250	350-500		150-250	75-150

** Commercial Averages * per writer

NETWORK PROGRAMS AS OF OCTOBER 1950

PROGRAM	TIME	NET	SPONSOR	AGENCY	PACKAGER/PRODUCER
Acrobat Ranch	Sa 11:30am	ABC	General Shoe	R & R	From Chicago
Alan Young	Th 9:00pm	CBS	Esso	Marsh&Pratt	Dick Linkroum,CBS
			Kroger Stores	Ralph Jones	
Aldrich Family	Su 7:30pm	NBC	Jello	Y & R	Joe Scibetta,Y&R
Al Morgan	Mo 8:30pm	DuM	Co-op		From Chicago
Am. Forum of Air	Sa 6:00pm	NBC	Sustaining		Theodore Granik,pkgr
Animal Clinic	Sa 12:15pm	ABC	Sustaining		Louis Cowan, pkgr.
Armstrong Th"ter	Tu 9:30pm	NBC	Armstrong	BBD&O	Hudson Faussett,NBC
At Home Show	Mo 11:00pm	CBS	Masland	And'son,D&P	Franklin Heller,CBS
Beat the Clock	Fr 10:30pm	CBS	Sylvania	Cecil & Pres	Mark Goodson, pkgr
Believe It Or Not	Th 8:30pm	NBC	Ballantine	JW Thompson	Harry Herrmann,JWT
Beulah	Tu 7:45pm	ABC	Procter&Gamble	Dancer,F&S	Pictorial Prods,pkgr
Big Story	Fr 9:30pm	NBC	Pall Mall	SSC&B	B. Prockter, pkgr
Big Town	Th 9:30pm	CBS	Lever Bros	R & R	Chas. Robinson,CBS
Billy Rose	Tu 9:00pm	ABC	Hudson	Br,Sm,Fr&Do	A. Michaelis, MCA
Blind Date	Th 9:30pm	ABC	Gruen	St'ton,W&B	B. Schubert, pkgr
Boxing	Fr 10:00pm	NBC	Gillette	Maxon	
	We 10:00pm	CBS	Pabst	Warwick&Leg	
	Th 9:30pm	DuM	Kreuger	Geyer,N & G	
Break the Bank	We 10:00pm	NBC	Bristol-Myers	DC&S	Ed Wolf, pkgr
B'way Open House	M-F 11:00pm	NBC	Anchor-Hocking	Weintraub	Doug Coulter,NBC
B'way to H'wood	We 10:00pm	DuM	Tidewater Oil	Len'n&Mitch	
Buck Rogers	Tu 8:30pm	ABC	Sustaining		Carroll Bagley,MCA
Burns & Allen	Th 8:00pm	CBS	Carnation	Erwin,Wasey	Ralph Levy,CBS
Cactus Jim	M-F 6:00pm	NBC	Co-Op		From Chicago
Can You Top This	Tu 9:30pm	ABC	Maiden Wine	Weiss&Geller	Sen. Ford, prod.
Capitol Cl'kr'm	Su 5:00pm	CBS	Sustaining		Leon Levine,CBS
Capt. Video	M-Sa 7:00pm	DuM	Rosefield Pkg.	Guild,Bas&B	DuMont
			Johnson Candy	Fr. Bruck	
Cav. of Bands	Tu 9:00pm	DuM	Druggists of Am	Prod Adv	Milton Douglas,PAC
Cav. of Stars	Fr 10:00pm	DuM	Druggists of Am	Prod Adv	Milton Douglas,PAC
Celebrity Time	Su 10:00pm	CBS	B.F.Goodrich	BBD&O	World Video, pkgr
Ch"ce of Lifetime	We 7:30pm	ABC	Bendix	Tatham, Laird	Robt Jennings, pkgr
Chester the Pup	Sa 12:00noon	ABC	Mason Mints	Turner,Leach	Franklyn Dyson,TL
The Clock	Fr 9:30pm	NBC	Emerson	FC&B	Herb Swope,NBC
Colgate Comedy Hr	Su 8:00pm	NBC	Colgate	Ted Bates	Ernie Glucksman &
				Sherm&Marq	Chas. Friedman, NBC
College Bowl	Mo 9:00pm	ABC	Pharma-Craft	R & R	Martin Gosch,R&R
			Amer. Saf. Raz.	"	
Comedy Hour	Su 8:00pm	NBC	Frigidaire	FC&B	Mike Todd
Country Style	Sa 7:30pm	DuM	Co-op		DuMont
Court Cur Issues	Tu 8:00pm	DuM	Sustaining		Irvin Sulds, pkgr
Danger	Tu 10:00pm	CBS	Block Drug	Cecil &Pres	Martin Ritt,CBS
Diane Doxee	Fr 10:30pm	ABC	Sustaining		From Chicago
Dick Tracy Film	We 8:30pm	ABC	Sustaining		
Don McNeill	We 9:00pm	ABC	Philco	Hutchins	I.McLaren,WENR-TV
Eadie & Rack	M-F 7:00pm	ABC	Sustaining		
Ellery Queen	Th 9:00pm	DuM	Kaiser-Frazer	Weintraub	Theo Gannon,Weintrb
Fam Jury Trials	We 9:00pm	DuM	Chevrolet	Camp-Ewald	Transamerican,pkgr.
Faye Emerson	T,Th,S 7:45pm	CBS	Pepsi-Cola	Biow	Gil Fates
Fireside Th'ter	Tu 9:00pm	NBC	Procter&Gamble	Compton	Frank Wisbar,H'wood
Football	Sa 1:30pm	CBS	Esso	McCann-Eric	
	Sa 1:45pm	NBC	Atlantic Refin'y	N.W.Ayer	
	Sa 3:00pm	DuM	Chevrolet	Camp-Ewald	
	Sa 9:00pm	ABC	Sun Oil	Hew,Og,B&M	
Ford Theater	Fr 9:00pm	CBS	Ford Motors	K & E	Garth Montgomery,K&E

NETWORK PROGRAMS AS OF OCTOBER 1950

PROGRAM	TIME		NET	SPONSOR	AGENCY	PACKAGER/PRODUCER
Frank Sinatra	Sa	9:00pm	CBS	Sustaining		Paul Dudley,CBS
Fred Waring	Su	9:00pm	CBS	Gen Elec	Y & R	Lee Strahorn,Y&R
Gabby Hayes	Su	5:00pm	NBC	Quaker Oats	Sherm&Marq	V. Donehue,NBC
Game of the Week	Tu	8:00pm	ABC	Pontiac	McManus,J&A	SportsVision,pkgr
Garroway At Large	Su	10:00pm	NBC	Congoleum-Nairn	McCann-Eric	Ted Mills,WNBQ
Gene Autry	Su	7:00pm	CBS	Wrigley Gum	R & R	Armand Schaefer
Godfrey&Friends	We	8:00pm	CBS	Chesterfield	Cunn-Walsh	Jack Carney,CBS
Goldbergs	Mo	9:30pm	CBS	Sanka	Y & R	Gertrude Berg
Greatest Fights	Fr	10:45pm	NBC	Chesebrough	Cayton	Allan Black,Cayton
Hands of Mystery	Fr	9:00pm	DuM	Bond Clothes	Grey	DuMont
Hank McCune	Sa	7:00pm	NBC	Peter Paul	Maxon	From Chicago
Hanson Baldwin	Su	3:15pm	NBC	Sustaining		Clarence Thoman,NBC
Hold 'Er, Newt	M-F	5:00pm	ABC	Sustaining		From Chicago
Hold That Camera	Fr	8:30pm	DuM	Knomark	Emil Mogul	West Hooker
Holiday Hotel	Th	9:00pm	ABC	Packard	Y & R	K. Schullinger,Y&R
H'wood Sc'n Test	Mo	7:30pm	ABC	Ironrite	Br,Sm,Fr&Do	Lester Lewis
Homemakers Exch	M-F	4:00pm	CBS	Participations		Harvey&Howe
H'long Cassidy	Su	6:00pm	NBC	GF & Gordon Bkg	B&B, Ayer	Toby Anguish,distrb
Horace Heidt	Mo	9:00pm	CBS	Philip Morris	Biow	Glen Miller, Hwood
Howdy Doody	M-F	5:30pm	NBC	Mars & Ovaltine	Grant	Martin Stone
				Colgate	Ted Bates	
				Kellogg	K & E	
I Cover Times Sq	Th	10:00pm	ABC	Air-Wick	Weintraub	Harold Huber
Inside Detective	Fr	9:30pm	DuM	Co-op		Stark-Layton
Jack Carter Show	Sa	9:00pm	NBC	Campbell Soups	Ward Wheel'k	Danny Dare,NBC
Joan Edwards	T,Th	7:45pm	DuM	Co-op		DuMont
Joe DiMaggio	Sa	5:30pm	NBC	Lionel	Buchanan	Barry-Enright
Kate Smith	M-F	4:00pm	NBC	Minute Maid	Ted Bates	Barry Wood,NBC
Kay Kyser	Th	9:00pm	NBC	Ford Dealers	JW Thompson	Seymour Kulik,JWT
Ken Murray	Sa	8:00pm	CBS	Budweiser	D'Arcy	Ken Murray,CBS
Kitchen Fare	Th	1:30pm	DuM	Participations		Bob Loewi,DuM
Kraft Theater	We	9:00pm	NBC	Kraft	JW Thompson	Stanley Quinn,JWT
Kukla,Fran&Ollie	M-F	7:00pm	NBC	RCA Victor	JW Thompson	Beulah Zachary
				Ford	JW Thompson	
				Sealtest	NW Ayer	
Lamp Unto My Feet	Su	4:30pm	CBS	Sustaining		Isabelle Redman,CBS
Laugh Time	We	8:00pm	NBC	Sustaining		Pete Barnum,NBC
Leave It..Girls	Su	7:00pm	NBC	Regent Cig	Br,Sm,Fr&Do	Martha Rountree
Life At NotreDame	Sa	2:30pm	DuM	Chevrolet	Camp-Ewald	Les Arries,DuM
Life Begins at 80	We	8:00pm	ABC	Arnold Bread	B & B	Barry-Enright
Life W/ Linkl'ter	Fr	7:30pm	ABC	Green Giant	Leo Burnett	
Life W/ Snarky	M-F	5:15pm	CBS	Sustaining		Bil & Cora Baird
Lights Out	Mo	9:00pm	NBC	Admiral	Kudner	Herb Swope,NBC
Little Show	T,Th	7:30pm	NBC	Van Camp	Calkins&Hol	L. MacHarrie,C&H
Lone Ranger	Th	7:30pm	ABC	Gen Mills	Dancer,F&S	Apex Prods
Look Your Best	M-F	3:30pm	CBS	Int'l Latex	FC&B	Richard Willis
Lucky Pup	M-F	5:00pm	CBS	Sun Dial Shoes	Hoag&Prov'die	
				Ipana	DC&S	Lloyd Gross,CBS
Lucky Str. Th'r	Mo	9:30pm	NBC	Amer. Tobacco	BBD&O	Neptune Prods.
Lux Video Th'ter	Mo	8:00pm	CBS	Lever Bros	JW Thompson	Calvin Kuhl,JWT
Magic Cottage	M-F	6:30pm	DuM	Co-op		DuMont
Magnavox Theater	Fr	9:00pm	CBS	Magnavox	K & E	G. Montgomery, K&E
Mama	Fr	8:00pm	CBS	Maxwell House	B & B	Carol Irwin, pkgr
Man vs. Crime	Fr	8:30pm	CBS	Camels	Esty	Chas Russell,Esty
Manhtn Spotl't	MWTF	7:30pm	DuM	Dictaphone	Y & R	Chuck Tranum,DuM
Man on Street	MTWF	1:30pm	DuM	Sustaining		DuMont

NETWORK PROGRAMS AS OF OCTOBER 1950

PROGRAM	TIME	NET	SPONSOR	AGENCY	PACKAGER/PRODUCER
Marshall Plan	Su 6:30&10pm	ABC	Sustaining		
Martin Kane	Th 10:00pm	NBC	U.S.Tobacco	Kudner	Ed Sutherland,Kud
Meet the Press	Su 4:00pm	NBC	Revere Copper	St.Geo&Keyes	Martha Rountree
Mohawk Showr'm	MWF 7:30pm	NBC	Mohawk Rugs	Geo. Nelson	Geo. Nelson
Mr.I.Maginat'n	Su 6:30pm	CBS	Nestle	Cecil & Pres	N & I Pincus
Mr. Magic	M-F 5:00pm	ABC	Participations		Chick Vincent
Musical Comedy Tm	Mo 9:30pm	NBC	Camay (P&G)	Pedlar&Ryan	B. Schubert
			Tide "	B & B	
Myst. of Chinatown	Mo 8:30pm	ABC	Sustaining		Ray Buffum, Hwood
Nash Airflyte Th	Th 10:30pm	CBS	Nash	Geyer, N&G	Marc Daniels,MCA
NBC Comics	M-F 5:00pm	NBC	Sustaining		N. Blackburn,H'wood
News	M-Sa 7:30pm	CBS	Oldsmobile	DP Brother	
	M-F 7:45pm	NBC	Camels	Wm. Esty	Clarence Thoman,NBC
	M-F 7:00pm	ABC	Sustaining		
O K Mother	M-F 1:00pm	DuM	Sterling Drug	Dancer,F&S	Dennis James, DuM
One Man's Family	Sa 7:30pm	NBC	Sweetheart Soap	Duane Jones	Richard Clemmer,NBC
On Trial	Su 8:00pm	ABC	Sustaining		ABC Pub. Aff. Dept.
Orig Amateur Hr	Tu 10:00pm	NBC	Old Gold	Len'n&Mitch	Reemack Prods
Paddy Pelican	M-F 5:15pm	ABC	Sustaining		From Chicago
Panhdle Pete&Jen	M-F 5:15pm	NBC	Sustaining		Stephen Hatos,NBC
Party Time	Su 9:00pm	DuM	Arthur Murray	Dorland	Howard Barnes,Dor
P WhitemanTeen Clb	Sa 8:00pm	ABC	Amer Dairy Assn		Paul Whiteman,ABC
Penthouse Party	Fr 10:00pm	ABC	Best Foods	B&B	Lester Lewis
Peoples Platfm	Su 5:30pm	CBS	Household Fin'ce	LeValley	Leon Levine,CBS
Perry Como	MWF 7:45pm	CBS	Chesterfield	Cunn&Walsh	Lee Cooley,C&W
Philco Pl'hse	Su 9:00pm	NBC	Philco	Hutchins	Fred Coe,NBC
Plainclothesman	We 9:30pm	DuM	Harvester	Erwin,Wasey	Transamerican
Pro Footbl Hil'ts	Fr 8:30pm	ABC	Sun Oil	Hew,Og,Ben,M	
Prud'l Family Thr	Tu 8:00pm	CBS	Prudential	Calkins&Hold	Don Davis,CBS
Pulitzer Prize Pl's	Su 9:00pm	ABC	Schlitz Beer	Y & R	E. Peterson,Y&R
Quiz Kids	Fr 8:00pm	NBC	Alka-Seltzer	Wade	From Chicago
Red Grange	Th 11:00pm	ABC	Florsheim	Gordon Best	From Chicago
Rhythm Rodeo	Su 8:00pm	DuM	Sustaining		From Chicago
Robt Q Lewis	Su 11:00pm	CBS	Arnold Bakers	B & B	Fred Rickey,CBS
Roller Derby	Tu 10:00pm,	ABC	Blatz Beer	Kas,Far,Ch,Gl	
	Th 10:30pm&		Lucky Strike	BBD&O	
	Sa 9:00pm		Sustaining		
Ruggles	Su 9:00pm	ABC	Sustaining		Robt. Raisbeck
Rumpus Room	M-F 12:30pm	DuM	Premier Foods	Peck	Don Blauhut,Peck
Sat'day at Zoo	Sa 11:00am	ABC	Sustaining		From Chicago
Sat Nite-Mad Sq G	Sa 7:30pm	DuM	DuMont Telesets	Camp-Ewald	
Show Goes On	Th 8:30pm	CBS	AmSafRaz,ColRec	McCann-Eric	Lester Gottlieb,CBS
Showtime USA	Su 7:30pm	ABC	Dodge	R & R	V. Freedley,ANTA
Sing It Again	Sa 10:00pm	CBS	Carter Prods	SSC&D	Louis G. Cowan, pkg
			Ludens	Mathes	
			Sterling Drug	Dancer,F&S	
Sit Or Miss	Su 8:30pm	ABC	Sustaining		From Chicago
Small Fry Club	M-F 6:00pm	DuM	Co-op		Bob Emery
Smilin' Ed McCon'l	Sa 6:30pm	NBC	Buster Brown	Leo Burnett	Frank Ferrin
Soapbox Theater	Su 9:30pm	ABC	Sustaining		
Songs for Sale	Sa 11:00pm	CBS	Sustaining		Herb Moss,pkgr
Space Cadet	M-F 6:45pm	CBS	Kellogg	K & E	CBS
Space Patrol	M-F 5:45pm	ABC	Sustaining		From Hollywood
Sports Parade	We 11:00pm	CBS	Bond St. Tob.	Cecil & Pres	
Star of Family	Fr 10:00pm	CBS	Kelvinator	Geyer,N&G	Cobey Ruskin,MCA
Stars over Hwood	We 10:30pm	NBC	Armour	FC&B	Review Prods.
Star Time	Tu 10:00pm	DuM	Food Stores	Fr Bruck	Robt. Wright, DuM

Nominal	Type	Dia.	Finish	Length	Distributor
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

NETWORK PROGRAMS AS OF OCTOBER 1950

PROGRAM	TIME		NET	SPONSOR	AGENCY	PACKAGER/PRODUCER
Stop The Music	Th	8:00pm	ABC	Admiral	Kudner	Louis G. Cowan
				Old Gold	Len'n&Mitch	
Stork Club	M-F	7:00pm	CBS	Sustaining		Abe Burrows,CBS
Studio One	Mo	10:00pm	CBS	Westinghouse	McCann-Eric	Worthington Miner
Super Circus	Su	5:00pm	ABC	Canada Dry	Mathes	Phil Patton,ABC,Chi
				Peters Shoes	Henri,H&McD	
				M & M Ltd	Wm. Esty	
Sure as Fate	Tu	8:00pm	CBS	Sustaining		Jerry Danzig,CBS
Susan Raye	M-F	1:45pm	DuM	Sustaining		DuMont
Suspense	Tu	9:30pm	CBS	Auto-Lite	Cecil & Pres	Robt. Stevens,CBS
Take A Chance	Su	10:30pm	NBC	Nestle	Cecil & Pres	Ted Ashley, pkgr
Talent Scouts	Mo	8:30pm	CBS	Lipton	Y & R	Jack Carney,CBS
Teller of Tales	We	9:00pm	CBS	Bymart	Cecil & Pres	Neptune Prods
Texaco Star Th'r	Tu	8:00pm	NBC	Texaco	Kudner	Ed Cashman,Kudner
Think Fast	Su	7:00pm	ABC	Sustaining		Robt. Jennings
This Is Show Biz	Su	7:30pm	CBS	Lucky Strike	BBD&O	Irv. Mansfield,CBS
This Wk in Revue	Sa	6:15pm	CBS	Sustaining		Don Hewitt, CBS
Thru Wendy's Window	Sa	5:45pm	NBC	Alsco	Dubin	Martin Goodman,pkgr
Toast of Town	Su	8:00pm	CBS	Lincoln-Mercury	K & E	Marlo Lewis,CBS
Treas Men in Actn	Mo	8:00pm	ABC	Chrysler	McCann-Eric	Bernard Prockter,pkg
Truth or Conseq	Th	10:00pm	CBS	Philip Morris	Biow	Ralph Edwards, Biow
Twenty Questions	Fr	8:00pm	ABC	Ronson	Grey	Fred Vandeventer
Vanity Fair	M-F	4:30pm	CBS	Partic.		Frances Buss, CBS
Vaughn Monroe	Tu	9:00pm	CBS	Camels	Wm. Esty	Don Appell, Esty
Versatile Var	Fr	9:00pm	NBC	Bonafide Mills	Gibraltar	Basch Prods
Voice/Firestone	Mo	8:30pm	NBC	Firestone	Sweeney&J	Chas Polacheck,NBC
The Web	We	9:30pm	CBS	Embassy Cig	Geyer,N&G	Goodson-Todman,pkgr
We, The People	Fr	8:30pm	NBC	Gulf Oil	Y & R	Jim Sheldon,Y&R
What"s My Line	We	9:00pm	CBS	Stopette	Earle Ludgin	Goodson-Todman,pkgr
What's My Name	Mo	8:00pm	NBC	Speidel	SSC&B	Louis G. Cowan
Who Said That	Mo	10:30pm	NBC	Co-op		Clarence Thoman,NBC
Wrestling	Mo	10:00pm	DuM	Co-op		
	We	10:00pm	ABC	Sustaining		
You Bet Your Life	Th	8:00pm	NBC	De Soto	BBD&O	John Guedel
Your Show/Shows	Sa	9:00pm	NBC	Snow Crop	Maxon	Max Liebman, pkgr
				Crosley	B & B	
Youth on March	Su	10:30pm	ABC	Yng Peop Church	JM Camp	From Phila.
Zoo Parade	Su	4:30pm	NBC	Quaker Oats	R & R	From Chicago
				ADD		
The Erwins	Sa	7:30pm	ABC	GM Flour,Wheaties	D-F-S	Roland Reed Films
Studs' Place	Fr	10:30pm	ABC	Co-op		Studs Terkel, ABC
P. Whiteman Revue	Su	7:00pm	ABC	Goodyear Rub'r	Y & R	

PROGRAMMING REPORTS TO COVER COMMERCIALS TOO

A VARIETY OF SURVEYS SCHEDULED

Future publishing schedules call for incorporation of our Commercials Reports - formerly issued as part of a separate service - into the overall ROSS REPORTS ON TELEVISION. Commercials Surveys will be conducted from time to time as a special feature of our usual monthly survey report. Subscribers to the now-defunct Commercials Service have been receiving our regular weekly issues for the past two months. They may now subscribe to the overall report at $5 per month. Pre-paid Commercials subscriptions will be credited to the overall subscription. Other surveys scheduled for Monthly Issues include: Program Costs & Budgets....Film For TV....Complete Analysis of all Network Programs...Talent Credits & Fees...Packages Available, and more.

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